DOCUMENT RESUME

ED 165 173 CS 204 649

AUTHOR	Goonetileke, H. A. I., Comp.; And Others
TITLE	Mass Communication in Sri Lanka: An Annotated Bibliography. Asian Mass Communication Bibliography Series 9.
INSTITUTION	Asian Mass Communication Research and Information Centre, Singapore.
PUB DATE	78
NOTE	87p.
AVAILABLE FROM	Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 11 ($10.00)
EDRS PRICE	MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS	*Annotated Bibliographies; Audiovisual Communication; *Communication (Thought Transfer); *Communications; Education; *Foreign Countries; Information Centers; Information Theory; Information Utilization; Intercommunication; Laws; *Mass Media; Propaganda; Public Relations; Social Factors
IDENTIFIERS	*Sri Lanka

ABSTRACT

Published and unpublished materials dealing with the multidisciplinary field of mass communication in Sri Lanka are listed in this bibliography. The 362 entries are grouped into 20 sections: bibliography and reference material; communication theory and research methods; general communication; media development and characteristics; newspapers: print media; broadcast media; film; audiovisual media; traditional media (dance, drama, mime, storytelling, and puppetry as means of communication); news agencies; mass communication law; communication in development; communication teaching and training; mass media in formal education; advertising, marketing, public relations, and management; government communication; social contexts of the media; communication technology; and mass communication periodicals. An author index is included. (FL)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED165173

Asian Mass Communication Bibliography Series 9

MASS COMMUNICATION IN

SRI LANKA

an annotated bibliography

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

Compiled by

H.A.I. Goonetileke (Coordinator)
Samuel Devasirvadham
Ariyaratne Senadeera

edited by

Cristina Y. Espejo
Guy de Fontgalland

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY
Amic

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

Published by

Asian Mass Communication Research and Information Centre
39, Newton Road, Singapore 11

CS204649

Copyright © 1978 by Amic

Price: S$10.00

Printed by Eurasia Press, Singapore.

INTRODUCTION

This bibliography series is unique in that it was compiled as a cooperative project involving partners from different countries in Asia. The countries are: Hong Kong, India, Indonesia, Korea, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Taiwan with Amic undertaking the compilation for Singapore. The project now covers Thailand as well.

This is perhaps the first time that a comprehensive bibliography of this kind has been attempted to cover the multi-disciplinary fields of mass communication in so vast a region as Asia. While Amic is aware that there are many very strong collections of Asian materials in the West, it is convinced that a work of this kind derives added strength because it is compiled in the country of origin and by persons familiar with the work done by their colleagues.

Purpose

This series was initiated and funded by Amic to meet the need expressed at many seminars that there is little or no information about materials on mass communication in Asia. It is hoped that this series will help to map out the existing literature so that future research can be programmed to areas of greatest need. When completed, this series should reinforce the documentation work of Amic as well as provide the jumping board from which trend studies can be made.

Development of project

This project started in January 1973 when cooperating partners, both subject specialists and experienced librarians were contacted to undertake the compilation of materials from their respective countries. Individual agreements were reached with cooperating partners in their individual capacities or through their institutions. A detailed draft outline of the project was circulated for comment.

A small group of nine met in Bangkok on March 31, 1973, to discuss the draft outline. Suggestions, amendments, refinements were made which were incorporated into the revised outline. This not only described the project but also provided adequate details to serve as a kind of compiler's manual so that a certain degree of uniformity could be maintained.

In November 1973, a two-day workshop was called, to which those whose projects had already started, were invited. Progress reports, problems encountered and further clarifications were brought up at the workshop. The meeting also gave coordinators the opportunity to work through the collection at Amic to supplement their own materials. Crucial and important suggestions were made which the Secretariat was happy to incorporate into the revised outline.

In a bibliography of this nature, which is the work of many hands and minds distributed over a large region, it soon became evident to Amic that while uniformity of standard was important, flexibility was equally necessary. Because of the need to meet the special requirements of individual bibliographies, it was decided that the bibliography should be issued in separate country compilations. This therefore gave compilers the flexibility of varying the scope and coverage, style of spelling, transliteration, etc. For instance, Malaysia and Sri Lanka, where mass communication materials are relatively few, decided to include periodical materials and Philippines and Taiwan preferred American spelling forms.

Scope and coverage

This series attempts to be comprehensive in covering the multi-disciplinary field of mass communication. Areas such as agriculture, anthropology, community development, economics, education, law, political science, population, public administration, sociology, social psychology, and urban studies were searched for materials on relevant aspects of communication.

All print material whether issued as books, parts of books, pamphlets, conference reports, seminar papers, M.A. and Ph.D. theses, research studies, surveys, government annual reports, commission reports, etc. are included. Published and unpublished materials, included, covered the periods: 1945-1973 and 1960-1973 respectively. Materials in all languages are included. Audio-visual materials, newspaper articles and materials written by Asians about mass communication in Western countries are excluded. Periodical materials are included in some compilations.

Method of compilation

Individual bibliographies were compiled by "coordinators" in each country with Amic coordinating the entire project. Compilations were based on the

collections found at key institutions in the metropolitan centres and supplemented by mailed requests or individual visits to selected institutions in other cities. The first drafts of all bibliographies were mailed to Amic for editorial and bibliographic control. Final printing and proof reading were also undertaken at Amic.

Arrangements

A simple subject arrangement with an author index is adopted. A short descriptive annotation accompanies most titles, except those whose titles are adequately descriptive of their content.

Updating

Depending on the quality of and response to this first exercise, it is hoped that this series can be updated triannually. If resources and time permit, this may be undertaken by Amic, or perhaps by the present cooperating partners themselves.

Acknowledgement

Amic wishes to place on record the fine cooperation which the ten partners in this project so unstintingly gave. Often this took the form of releasing manpower, or of extending the use of institutional facilities, and in a few cases, of shouldering part of the financial expenses of the project. Special thanks too are due to the coordinators who often had to work on their own time and under difficult conditions. Mention too should be made of the many institutions and individuals who assisted the coordinators in bibliographic or secretarial work.

Singapore 1978

P.R.R. Sinha
Director

PREFACE

It has truly been said that the practice of mass communication is knotty and complicated. To the three practitioners of the art of librarianship and craft of documentation who set out in mid-1973 to compile a bibliography of the subject as practised and written about in their country, the road ahead seemed to vanish in a maze of bypaths in a territory devoid of previous charts. With the excellent guidelines provided by the sponsors of the project however, and after a protracted, though invigorating, game of hide and seek (which after all is the essence of true bibliography making) we have succeeded in surfacing with what we hope will prove a serviceable and handy guide to a hitherto unmapped, though well-trodden, area of the mass media in Sri Lanka.

This pioneer effort, no doubt, suffers from the defects and omissions of all such preliminary ventures, but it is intended to serve not only as pointer to the present status of the mass media in Sri Lanka, but also as a stimulus and signpost to their further modernisation in keeping with the desirable goals of national development, appropriately geared to the aspirations of the people, as well as economically and culturally practicable within its society. The story of mass communication as displayed in our modest compilation may fill the bill, therefore, both as fillip and caveat in the inevitable search for a viable and relevant theory and methodology of mass communication suitable for the needs of Sri Lanka.

The three compilers based in the largest campus of the University of Sri Lanka, were fortunate to have the resources of their own library to explore, in the three years this bibliography has been in the making. The material garnered in these pages is largely confined to its collections, and supplemented by the valuable assistance provided by specialist government departments and official agencies concerned with the use and promotion of mass media, whose data were either acquired through personal visits or correspondence. Interpersonal communication was happily in evidence throughout.

The purpose, scope and coverage, method of compilation, and arrangement are explained in the general

editors' introduction, and these have been consistently and studiously followed in each bibliography in this series. As the coordinator of the Sri Lanka monograph I wish to make these special observations. No attempt has been made to secure exhaustiveness or to exercise the stricter limits of selection. As the process of compilation has gone on into 1977, a few entries after 1973 have been included to strengthen various sections. In general, however, the material is confined to the period of publication between 1945 and 1973. The 362 entries include books, parts of books, pamphlets, periodical articles, unpublished theses, reports, conference and seminar papers, studies and surveys. Newspaper articles and audio visual materials are excluded. The majority of the items documented are in English, but a fair proportion in the languages of the country — Sinhala and Tamil — are included. Annotation has been provided in every case where it helped to forward the exercise and promote interest, and the few lacking such commentary could not be personally examined or were adequately descriptive already. An author index is provided.

The compilers gratefully acknowledge the financial assistance and the advice and encouragement provided by the Asian Mass Communication Research and Information Centre in Singapore. The coordinator desires to pay a special tribute of thanks to his two colleagues in the enterprise, Mr. Samuel Devasirvadham and Mr. Ariyaratne Senadeera, Senior Assistant Librarians, for undertaking so efficiently the major responsibilities and painstaking tasks involved in collecting and assembling the material in the desired form, and offering two drafts for revision and final editing. The expert touch and confident dash of Mr. Richard Abrahams on the typewriter reduced incoherent manuscripts (at various stages) into the finished whole.

H.A.I. Goonetileke
Coordinator

The Library,
University of Ceylon,
Peradeniya, Sri Lanka.

July 1977.

CONTENTS

I. **BIBLIOGRAPHY AND REFERENCE MATERIAL**
Bibliographies, directories, encyclopedias of mass communication; glossaries, dictionaries of communication terminology. 1

II. **COMMUNICATION THEORY, RESEARCH METHODS**
General communication, theory; research techniques and designs: pretesting, evaluation, questionnaires, etc., problems of communication research in Asia. 5

III. **COMMUNICATION (GENERAL)**
Communication patterns within a given community; the process of communication; interpersonal communication; leadership studies. 6

IV. **MEDIA DEVELOPMENT AND CHARACTERISTICS**
Growth, administration, organisation, activities, problems and potential of the mass media. 8

V. **NEWSPAPERS**
Journalism, reporting, editing, newsphotography; the press and its management; press policy of individual newspapers; newspaper readership studies; responsibilities of the press; freedom of the press; press censorship. 9

VI. **PRINT MEDIA**
Books, magazines, periodicals; printing and publishing of books; libraries, reading habits; consumer behaviour as related to the print media. 23

VII. **BROADCAST MEDIA**
Radio, rediffusion, television; programme ratings, radio listenership studies and TV viewing patterns and studies. Educational TV; see Mass media in formal education. 33

VIII. **FILM**
Commercial films, documentaries, cartoons, kinescopes; film viewing patterns and studies. 36

IX. **AUDIO-VISUAL MEDIA**
The use of audio-visual materials as a means of communication; pictures, comics, posters, charts, maps, slides, phonorecords, cassettes, etc. 42

X. **TRADITIONAL MEDIA**
Dance, drama, mime, puppetry, story-telling, etc., as means of communication. 43

XI. NEWS AGENCIES
The organisation, management, and work of news agencies. 45

XII. LAW OF MASS COMMUNICATION
Laws regulating communication and media (e.g. libel, slander, copyright, etc.) press councils, codes of ethics, freedom of speech, national press policies. 45

XIII. COMMUNICATION IN DEVELOPMENT
Campaigns of all kinds — agriculture, community development, literacy, population control, public health, nutrition, with specific reference to the use of communication channels and techniques. 48

XIV. COMMUNICATION TEACHING AND TRAINING
Academic courses at undergraduate and graduate levels; training courses for practitioners, e.g. working journalists, broadcasters, administrators; refresher courses. 62

XV. MASS MEDIA IN FORMAL EDUCATION
Educational TV, instructional TV, broadcasting in schools; use of audio-visual materials in-school and in adult education out-of-school. 64

XVI. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT
Studies dealing with the communication process in advertising, marketing, public relations and management; studies on consumer behaviour. 65

XVII. GOVERNMENT COMMUNICATION
Government information offices and their work; government propaganda and other studies on information disseminated by governments. 65

XVIII. SOCIAL CONTEXTS OF THE MEDIA
Impact and effects of any media on society and on audience; microscopic studies of how society uses media; audience characteristics, role of media; voting behaviour, public opinion. 68

XIX. COMMUNICATION TECHNOLOGY
Technological developments in all media e.g. satellite communication, facsimile newspapers, cable TV, etc. 70

XX. MASS COMMUNICATION PERIODICALS
Journals, newsletters, magazines which are specifically devoted to communication; or have regular sections devoted to mass communication subjects. 70

AUTHOR INDEX 74

I. BIBLIOGRAPHY AND REFERENCE MATERIAL

1. **AMARASINGHE, Niltotange**
   Theses presented for higher degrees of the University of Ceylon (1942-71). A classified list with author and title index. Peradeniya, University of Ceylon Library, 1971. 35p., (University of Ceylon Library publications, 1).

   114 theses accepted for post-graduate degrees of the University of Ceylon from its inception in July 1942 to December 1971 are listed in alphabetical order of broad subjects. There are two short appendices of foreign theses available for consultation in the Library, and also a list of Diploma in Sinhalese dissertations in 1954-55. There are two indexes of authors and titles. There is a foreword by the Librarian Mr. H.A.I. Goonetileke on p. ii. Supplementary lists were to be issued, and the first such list covering the period 1971-1976 appeared in February 1977.

2. **CEYLON.** Dept. of Govt. Archives
   An alphabetical list of English newspapers published in Ceylon from 1832 to the present day. Nuwara Eliya [Ceylon], 1961. 9p. mimeo.

   Although first and last years of publication are given, no details of exact dates of first and last issues are given nor is it stated whether the files are complete or imperfect.

3. **CEYLON.** Dept. of Govt. Archives
   Catalogue of newspapers printed in Ceylon and registered under the Newspapers Ordinance (Cap. 180) in 1961. Gangodawila [Ceylon]. 11p. mimeo.

   This current list of dailies, weeklies, fortnightly reviews and monthly journals in all three languages — Sinhala, Tamil and English, gives the frequency of publications, date of inception, names of editors, and publishers. Revised annual issues of this were announced, but were not published.

4. **CEYLON.** Dept. of Govt. Archives
   An index to the Sinhalese newspapers since 1862 available with the Registrar of Books and Newspapers of the Dept. of the Govt. Archivist, Nuwara Eliya [Ceylon], 1961, 21p. mimeo.

   The titles in English translation are arranged alphabetically with the same information as in the English list. In addition, dailies, weeklies, fortnightlies, and monthly publications are also included.

5. **CEYLON.** Dept. of Govt. Archives
   An index to the Tamil and Malayalam newspapers since 1864 and 1924 respectively, available with the Registrar of Books and Newspapers of the Dept. of Govt. Archivist, Nuwara Eliya [Ceylon], 1961. 12p. mimeo.

6. **CEYLON national bibliography**
1(1) Jan. 1963- ; Nugegoda [Ceylon], National Bibliography Branch, Dept. of National Archives, 1963- . In progress. monthly.

This authoritative bibliographical record of current Sri Lanka publishing in Sinhala, Tamil and English is based on the materials deposited with the Registrar of Books and Newspapers, under the Printers and Publishers Ordinance (No. 1 of 1885). There were two sample issues for November and December 1962. Irregular in time of appearance, in fact, no issues from April 1963 - December 1963 were published. Since 1974 its publication is the responsibility of the Ceylon National Library Services Board, and the years 1975 and 1976 have been successfully covered, but there is a backlog from Vol. 10(4) April 1972 to Vol. 12(12) Dec. 1974. No annual cumulations have appeared so far.

7. **CEYLON periodicals directory, 1971. Compiled by V.B. de Silva. Colombo, The National Museum Library, 1971. Pt. I: Sinhala publications (March 1971) [6] + 62p. (498 titles). Pt. III: English publications (March 1971) [6] + 68p. (343 titles).**

The directory is the first comprehensive guide to the periodical press in Ceylon. In three separate parts — I: Sinhalese, II: Tamil, III: English, the directory covers all serial publications received in the Museum Library with a frequency of at least once in two years. It includes three sections: alphabetical lists of periodicals; classified list of periodicals; publishers and their journals. There are separate annual supplements to each language part. Pt. II: Tamil publications has not appeared so far. Pt. I — Annual supplement 1972 (March 1972) [6], 12p. Pt. III — Annual supplement 1972 (March 1972) [6], 13p.

8. **CEYLON periodicals index. Complied by V.B. de Silva. 1(1) Dec. 1969. Colombo, The National Museum, 1969. bi-monthly.**

This reference tool indexes articles in English and Sinhala periodicals published in Ceylon and received through the Office of the Registrar of Books and Newspapers. It covers all articles in learned journals and those of potential research value. Arrangement is by U.D.C. with adaptations to suit Ceylonese. The citations give author and title of article, abbreviated title of periodicals, year of publication, volume and issue number, inclusive pagination and illustrations. Annual cumulations in separate Sinhalese and English sections with cumulative subject and author indexes are put out as supplements. Tamil periodicals have not been so far indexed. The first issue covered the period May-October 1969.

9. **CEYLON press directory, 1971. Edited by Gamini Navaratne. Colombo, Central Press Agency, 1971. 38 + [2]p.**

This contains up-to-date, comprehensive, and accurate information on the national press directly obtained as far

as possible from the editors and publishers. A Sinhala edition is under preparation. A supplement was published in 1974, under the title Sri Lanka Press Directory.

10. **DAILY resume of the national languages press. Colombo, Globe Publicity Service, 1962. In progress. daily.**

This resume is a short summary of the same day's Sinhala and Tamil Newspapers (dailies, weeklies, including political party papers) published in Ceylon. Detailed translations of any article or editorial of special interest appearing in the bulletin are supplied on request at no additional cost.

11. **FERGUSON's Ceylon directory, 1973/74. Colombo, Associated Newspapers of Ceylon Ltd., 1973. [2352]p.**

In 1958 the Ceylon Observer Press published the Centenary Volume of this famous annual directory which was originally started by J. Ferguson as Ceylon Summary of Useful Information and Planatation Gazetteer for 1859. This directory has an impressive record of unbroken publication which entered its 115th edition in 1973. It covers almost all aspects of information pertaining to official, cultural, social, economic and business aspects of the country. The special section on newspapers and periodicals includes valuable and up-to-date data presented each year.

12. **GOONETILEKE, Henry Alfred Ian**
A bibliography of Ceylon. A systematic guide to the literature on the land, people, history and culture published in western languages from the sixteenth century to the present day. Zug (Switzerland), Inter Documentation Co., 1970, 1976. 3v.

The entire field of bibliographies, catalogues, indexes, lists and other reference books and material on Sri Lanka has been comprehensively surveyed, documented and discussed in Vol. 1, Chapter II, 10-53, and Vol. III, Chapter 4, 4-22. This annotated bibliography is kept up-to-date by five-yearly supplements in which reference works are documented in Chapter II.

13. **LANKA Janapota, 1965. Colombo, Associated Newspapers of Ceylon Ltd., 1965. 848p. Sinhalese.**

This is the 7th edition of the Sinhala Directory, which was first brought out in 1954. It is based on the famous Ferguson's Ceylon Directory by the same publishers but from its inception the materials were designed to satisfy the special needs of the local Sinhala reading public. Though the audience for such a directory is much larger than in English, no issues of this valuable directory have been published in the last ten years.

14. **NATIONAL Museum Library, Colombo**
List of periodicals (English) donated to the National Museum Library by Vemerable Kalukondayawe Pannase-

kera Maha Nayake Thera. Colombo, Dept. of National Museum, 1975. [3] + 1 + 14p.

The list covers English periodicals, and the arrangement is in two parts — Section 1: Alphabetical list pp. 1-9. Details given include title, number of issues, place and name of publisher, frequency and language (if other than English only). Section 2: Classified index pp. 13-14. Indicates range of titles grouped under the subject headings.

15. **NATIONAL Museum Library,** Colombo
List of Sinhalese periodicals and newspapers donated to the National Museum Library by Venerable Kalukendayawe Pannasekera Maha Nayake Thera. Colombo, Dept. of National Museum, 1975. [3] + 131p.

Arranged in three sections, Section 1: contains the list of Sinhalese periodicals arranged by the order of the Sinhalese alphabet according to title, giving number of issues, dates and place of publication, name of the publisher, frequency. Section 2: gives titles of the periodicals arranged under subjects in the order also of the Sinhala alphabet. Section 3: gives the data on newspapers arranged according to the Sinhala alphabet.

16. **PERERA, B.A. Tennyson**
Population/family planning in Sri Lanka: a short bibliography. Colombo, Family Planning Project of the Dept. of Information, 1974. [4] + 27p.

A listing of books and articles arranged under twelve subjects.

17. **PRESS and radio directory. Colombo, Dept. of Information, Research Division, 1972. 45p.**

Contains information mainly relating to Sri Lanka.

18. **SRI LANKA.** Dept. of National Archives
List of newspapers published in Sri Lanka, (corrected up to 1st March 1976). Colombo, 1976. [4], 22p.

The present list contains the names of the current Sinhala, Tamil, English and bilingual newspapers in the island and the details regarding their publication.

19. **U.S. Library of Congress.** American Libraries Book Procurement Center, New Delhi

Accessions list: Ceylon. 1(1) March 1967- ; New Delhi, 1967- . In progress. quarterly.

This list includes books, non-book materials and serials arranged alphabetically. A cumulative list of serials, author index and subject index are prepared in the last issue each year. The list is based on the material acquired in Ceylon by the U.S. Library of Congress under Public Law 480 Project.

20. **U.S. Library of Congress.** American Libraries Book Procurement Center, New Delhi
Cumulative list of serials. New Delhi, 1970- . v. annual.

The annual record of all serials from Ceylon currently acquired by the U.S. Library of Congress under Public Law 480 Project is published each year as a separate section of the last quarterly issue of the Accession List, Ceylon. Entries in all languages are filed in one sequence according to the order of the English alphabet. Each annual list provides a comprehensive guide to periodical publishing in Ceylon, whether commercial, institutional or governmental. This list is a supplement to Ceylon Periodicals Directory 1971.

II. COMMUNICATION THEORY, RESEARCH METHODS

21. **DISSANAYAKE, Wimal**
Mass communication and society. Kirulapana [Sri Lanka], Nipuna Publishers [1975]. 43p. illus. Sinhalese.

This is one of the first books written in Sinhalese in Sri Lanka introducing the subject of mass communication and its impact on society. It is a basic work for those who wish to know about the theory of mass communication and its important role in economic and social change.

22. **DISSANAYAKE, Wimal**
Some observations on the nature of critical communication. Colombo, Nipuna Publishers, 1977. 36p.

This publication examines the question of critical communication from the point of view of a student of verbal communication. The focus of interest is limited to the communicational aspects of criticism.

23. **GOONASEKERA, S. Anura**
Mass media research in Ceylon. Colombo, Dept. of Information, 1972. 5p. mimeo. (Background briefing).

Since mass media is a potent vehicle of social change, it could be mobilised by a society to be an effective agent for development and modernisation, but it also could turn out to be the new opium of the masses. It is through mass media research and a correct understanding of the workings of the media that this danger could be averted.

24. **GOONASEKERA, S. Anura**
The need for communication teaching and training in Sri Lanka. 4p. mimeo. In Amic Seminar on Communication Teaching and Training. Colombo, 1972. [Papers]. Singapore, Asian Mass Communication Research and Information Center, 1972.

This paper discusses the paucity of facilities for mass communication study and teaching in Sri Lanka at the present time.

25. **GUNARATNE, Shelton A.**
Some research problems in rural Sri Lanka. In **Media Asia; an Asian mass communication quarterly, (Singapore), 2(3) 1975, 169-171.**

This article presents the problems that the author and his team encountered in conducting field work in four villages in Sri Lanka [Ceylon] during the latter part of 1971, about six months after the abortive youth uprising of April 1971.

26. **KARIYAWASAM, Tissa**
Introduction to mass communication. Colombo, Pradipa Prakasakayo, 1974. 136p. Sinhalese.

This is a pioneer monograph published in Sri Lanka on the subject of mass communication. The Sinhala title is Janasannivedana pravesaya, and according to the author, the work has been written to introduce the subject in the field of higher education in Sri Lanka. The basic principles of mass communication; mass communication and society; its historical development; newspapers, periodicals, books, broadcasting, television, cinema as means of mass communication; and mass communication and natural development, are some of the subjects discussed in this work. The author is a University Lecturer, attached to the Colombo Campus of the University of Sri Lanka.

27. **MAHENDRA, Sunanda**
The scope and process of mass communication. Colombo, Gunasena & Co., 1977. 82p. illus. Sinhalese.

This book is a basic introduction to mass communication written for the students of the National General Certificate of Education. The contents are based on the syllabus drawn up by the Ministry of Education.

III. COMMUNICATION (GENERAL)

28. **GUNARATNE, Shelton A.**
Mass media information, social differentiation and modernisation: longitudinal survey of four Ceylonese villages. Minneapolis University of Minnesota, 1972. 229p. mimeo. thesis (Ph.D.)

Four villages in different parts of Ceylon (Pelpola, Wattapola, Elagammillewa and Bulupitiya) where surveys had been conducted previously (1949-1962) by Bryce Ryan and others, were re-surveyed in 1971 to ascertain: (a) degree of overall modernity in each of the villages com-

pared with the degree of secularisation twenty years ago; (b) changes in variables associated with the modernisation process (literacy, education, newspaper reading, radio listening, cinema attendance, cosmopoliteness, voting); (c) association of socio-economic status with knowledge and over-all modernity, and implications of mass media exposure, empathy and cosmopoliteness; (d) longitudinal changes in three knowledge areas (mechanical scientific, national affairs, international affairs); and (e) current knowledge of family planning methods and of the November 1970 demonetisation. In terms of theory, the primary concern of the investigator was the "knowledge gap" hypothesis. As the infusion of mass information into a social system increases, segments of the population with higher socio-economic status tend to acquire this information at a faster rate than the lower status segments, so that the gap knowledge between these segments tends to increase rather than decrease.

29. **STAROSTA, William John**
Information acquisition patterns in village Sri Lanka: an applied structural model of communication and development. Bloomington, Indiana University, 1973. 239p. mimeo. thesis (Ph.D.)

This study is an attempt to determine whether information acquisition patterns interact with village development. Data were collected from three villages in Sri Lanka, chosen to present extremes in level of development. The data were controlled for level of influence, age of respondent, occupation of respondent, and topic of communication. Developmental communication and inter-cultural communication and contemporary communication theory, serve to define the primary areas of the author's academic interest.

30. **WANIGARATNE, R.D.**
Adaptation to change among village level leaders. Evidence from case studies. In **Logos, 15(3), Jan. 1977, 15-21.**

The article describes and gives examples from three villages where "traditional influentials" manipulate overtly or deviously the sources of authority in the rural organisations, which are themselves changing under the impact of political forces.

31. **WANIGARATNE, R.D.**
A study of communication flow in selected villages in Sri Lanka. Case Study I. The Medagama village. Colombo, Agrarian Research and Training Institute; Ministry of Information and Broadcasting, Sri Lanka, Communication Strategy Project, 1975. 62p. illus.

This is one of the seven research projects intended to evaluate the task of disseminating population education to a rural locality. An understanding of the nature of the potential recipients, the socio-cultural and economic setting in which they lived, and the communication paths through

which they obtain and exchange information were the goals of the exercise, based on a structural questionnaire administered to heads of 86 families. It was found that gossip played the key role (80 per cent) in transmitting information.

32. **WANIGARATNE, R.D.**
The study of communication flow in selected villages in Sri Lanka. Case Study 2. Uhana Colony Unit — 14. Gal Oya Colonisation Scheme. Colombo, Agrarian Research and Training Institute; Ministry of Information and Broadcasting, Sri Lanka, Communication Strategy Project, 1976. 53p. illus.

A similar case study as in item no. 31 for a colony village completed in 1953. The findings on communication paths through which information is obtained and exchanged were roughly similar.

33. **WEERAKOON, Bradman**
Emergent leadership at the village level. In Economic review, 1(10) Jan. 1976, 11-14.

It identifies the focal points of leadership at the village level, and suggests the basis for a strategy of communication which would enable the projection of desirable goals to a village population.

34. **WEERAKOON, Bradman**
Village level officers and emergent new leaders. In Seminar on Village in Transition; Some Implications for a Communications Strategy, Colombo, 1975. [Papers]. Colombo, 1975. 10p. mimeo.

Social change has brought about the emergence of a new leadership in the villages, replacing the old leaders like the village headman, the teacher and the priest. In an attempt to identify the new leaders, this paper examines the position and role of the village level officers such as the Grama Sevaka, the president of the local village cultivation committee as well as other extension officers and voluntary workers. It also discusses the extent of the influence of these persons and concludes that as opinion leaders, they are potential sources to tap for introducing socially desirable ideas. This was later published in Village in transition. Colombo, Family Planning Communication Strategy Project, Ministry of Information and Broadcasting, 1976, p. 7-20.

IV. MEDIA DEVELOPMENT AND CHARACTERISTICS

35. **WIJETUNGA, W.M.K.**
Professional institutions engaged in mass communication in Sri Lanka [Ceylon]. Paper presented at Amic

Second Correspondents Meeting, Singapore, 15-18 August 1972. 8 + 5p. mimeo.

Besides the traditional modes of communication in Ceylon, i.e. the word-of-mouth; through inscriptions, beating of drums, printed and manuscript notices publicly displayed, pealing of temple bells, this modern era has the newspapers, the radio and the cinema. Mass communication in Ceylon has suffered from an excessive centralisation in the capital city of Colombo. As a result, local participation at the regional or village level, is extremely poor. Mass media in Sri Lanka also suffered from the lack of sufficient and consistent research, both as regards its potentialities and its effectiveness in development. This paper discusses the problems of mass communication and also outlines as well as gives a list of mass media and mass communication organisations and institutions in Sri Lanka.

V. NEWSPAPERS

36. [ASSOCIATED Newspapers of Ceylon Ltd.] Lake House National Service

Why is the freedom of the press necessary? Colombo, Lake House, [1965]. 16p. illus. Sinhalese.

This illustrated booklet outlines the need to maintain the freedom of the press. The views expressed here are those advanced by the proprietors of the Lake House Group of newspapers against those of the government trying to implement its policy of press control.

37. BANDARANAIKE, S.W.R.D.

The freedom of the press. In Speeches and writing. Colombo, Dept. of Broadcasting and Information, 1963. 111p.

This is the text of the Centenary message sent by Mr. Bandaranaike, the Prime Minister, to the Times of Ceylon of 11th July, 1946, congratulating the press for the part it played in the modern democratic society, and its high standard of journalism.

38. BANDARANAIKE, S.W.R.D.

P.M. addressed pressmen. In Ceylon today, 8(1), Jan. 1959, 20-22; reprint: Sri Lanka today, 22(1/2), Sep-Oct 1973, 29-31.

The Prime Minister, as the chief guest at the annual get-to-gether dinner of the Press Association of Ceylon on January 10, 1959, at the Grand Oriental Hotel, in his speech outlined the position of the press in Ceylon. A press dictatorship in Ceylon, and a press monopoly could create in the minds of the people a wrong impression that

no single person can do individually. In doing so, he went on to point out the evils of press dictatorship, the beneficial influence of the press, and the reporter's task.

39. **BANDARANAIKE, S.W.R.D.**
Press dictatorship. In Speeches and writings. Colombo, Dept. of Broadcasting and Information, Ceylon, 1963. p. 183-187.

This after-dinner speech made at the Press Association of Ceylon stresses that the press monopoly is the most unhealthy feature in Ceylon. The Prime Minister then goes on to stress the importance of press responsibility, and the need for improvement of the status of press reporters and journalists. This speech came out as a reprint of the article in Ceylon Today, 8(1) Jan. 1959. (see item no. 38).

40. **CEYLON. Commission appointed under the Commissions of Inquiry Act to inquire into the report on certain matters affecting the Associated Newspapers of Ceylon Ltd., and other connected companies Report. Colombo, The Govt. Publications Bureau, [1971]. 154p. (Ceylon sessional papers 8, 1971). Sinhalese and English editions respectively.**

In the face of allegations that the Associated Newspapers of Ceylon Ltd., was misconducting itself in respect of the foreign exchange laws of Sri Lanka, and that it was influencing members of Parliament, the Governor-General appointed a 3-member Commission on 5.8.1970, with Mr. T.S. Fernando as Chairman. This report reveals that the Directors of the Company were directly involved in certain foreign exchange frauds, but there has been no evidence of their having had any influence over the members of the legislature. The three members of the Commission comprised eminent lawyers, and the Chairman became the Chief Justice of Sri Lanka subsequently.

41. **CEYLON daily news 1918-1943. Colombo, Associated Newspapers of Ceylon Ltd., 1943. [8] + 48p. illus.**

This souvenir publication was issued to mark the 25th anniversary of the Ceylon Daily News, and the text was reprinted from the special issue of 1st January 1943.

42. **CEYLON.** Dept. of Govt. Archives
Administration report 1969/70. Colombo, Govt. Publications Bureau, 1973. 114p. Sinhalese, Tamil and English in separate sections.

With the establishment of the Government Archives Department under the Ministry of Education in 1947 the responsibility of registering books and newspapers in Ceylon became a responsibility of the Government Archivist. The work involved was handled by a separate branch in the department called the Registry of Books and Newspapers. The work pertaining to the registration of news-

papers, and the registration of printing presses under the Newspapers Ordinance is dealt with in this annual administration report. The reports offer more detailed information during the period 1959 to 1969/70. The data provided on the annual output of newspapers, journals, and books in the three languages of the country are accurate and significant. Up to 1958 the report was published in English only, from 1959 to 1962/63 in English and Sinhalese, from 1963/64 to 1969/70 in English, Sinhalese and Tamil.

43. **CEYLON.** Parliament. House of Representatives
Newspaper Corporation of Ceylon Bill. First Reading, Debate. In **Ceylon Parliamentary Debates (Hansard).** House of Representatives. **Official Report. Session 1964-65, 57(2), Oct. 15, 1964, cols. 4529-30.**

This is the first reading of the bill which is presented to the House of Representatives and put off to a later date on the 5th of November 1964 for its second reading.

44. **CEYLON.** Parliament. House of Representatives
Newspaper Corporation of Ceylon Bill. Second Reading. Debate. In **Ceylon Parliamentary Debates (Hansard).** House of Representatives. **Official Report. Session 1964-65; 58, Nov. 5, 1964, cols. 194-274.**

The vote on the second reading of this controversial bill was 35 in favour and 26 against.

45. **CEYLON.** Parliament. House of Representatives
Newspaper Corporation of Ceylon Bill considered in committee. Third Reading. In **Ceylon Parliamentary Debates (Hansard).** House of Representatives. **Official Report. Session 1964-65, Nov. 10, 1964, cols. 486-613; Nov. 11, 1964, cols. 629-771; Nov. 12, 1964, cols. 784-868.**

After 3 days of consideration in the committee it was scheduled to meet again on the 13th Nov. 1964, but this did not take place as the Government was dissolved, and a general election ensued on 22nd March 1965. Speeches were made in Sinhala, Tamil and English, and during the debate all aspects of the functioning of the press in Sri Lanka were freely discussed.

46. **CEYLON.** Parliament. Senate
Ceylon press bill. First reading. In **Ceylon Parliamentary Debates (Hansard).** Senate. **Official Report. Session 1963-64. First Reading, Vol. 20, Sept. 25, 1964, col. 1355; Second Reading, Sept. 29, 1964, cols. 1538-1773, 1779-1798, 1930-1981. Third Reading, col. 1981.**

The Press Commission Report of 1963 recommended the establishment of a Press Council, as an advisory body to the Minister, and a Press Tribunal. The Press Council was vested with powers to investigate offences relating to printing or publication of certain matters in newspapers. The Press Tribunal was appointed by the Judicial Service

Commission. This bill is introduced by the Government to restrain and control the activities of a monopoly situation in the press, and to curb the excesses of journalistic licence.

47. **CEYLON.** Parliament. Senate
Press. Incorrect report of speech made in Senate. In **Ceylon Parliamentary Debates (Hansard).** Senate. **Official Report. Second Parliament, 3rd Session, Vol. 8, 9th Sept. 1954, cols. 521-525.**

Senator Justine Kotelawala's speech in the Senate on the 8th of Sept. 1954 was incorrectly reported. In the course of the debate, it was suggested that the Government should consider the desirability of bringing in legislation to prevent the dissemination of false reports or information of Parliamentary proceedings by newspapers. The need to regulate the profession and conduct of newspaper reporters was also stressed to ensure that correct reports were made by them.

48. **CEYLON.** The Press Commission
Interim report. Colombo, Govt. Publications Bureau, 1964. 37p. Sinhalese, 34p. English. (Sessional paper no. 9, 1964).

The report concentrates on Ceylon daily newspapers and Sunday newspapers, and their ownership and management. It throws light on the functioning of the press in Ceylon in the nineteen-sixties and shows the extent of influence the proprietors of these newspapers had over this important medium of mass communication. It suggests measures that the Government should adopt to ensure that news is published without bias, distortions, or disregard of truth.

49. **CEYLON.** The Press Commission
Final report. Colombo, The Govt. Publications Bureau, 1966. 193p. Sinhalese; vi, 164p. Tamil; 171p. English. (Sessional paper no. 11 — 1964).

This report submitted to the Governor-General on 28.9.1964, analyses the conduct of the press in Sri Lanka [Ceylon] over a long period, with the intention of correcting the existing anomalies as to the behaviour of the privately controlled press, and discusses the genuine role of a press in a developing country. The responsibilities of a Press Council are also discussed. The proposals and recommendations of the Commission are given at the end of the report, and the establishment of a broad-based press for publishing news without bias and distortion, and the need for a Press Council are the main features of the report.

50. **COREA, Ernest**
Should newspapers in Asia be freed? In **Media Asia: an Asian mass communication quarterly (Singapore), 1(2), 1974, 7-11.**

In this paper the author pleads for support journalism instead of newspapers playing independent roles or acting

as separate centres of power to established governments in the region. His experience in Ceylon is used to sharpen his new view of a less critical function for the press. For a rebuttal of this position see item no. 55.

51. **DE SILVA, David Montague**
Whither Ceylon? An analysis of public opinion as recorded in the Ceylon (English) daily press. The daily social survey, Ceylon, August 1957 - May 1959 and the current political situation, 1965-1966, by David M. de Silva. With a note on the Sangha and politics by A.S. Karunaratna. Colombo, H.W. Cave [1966]. 120p.

In this survey of news from the local press, the author yearns for a return to an era of conservative and elitist politics, and pleads for a free press as one of the necessary pillars of a democratic state.

52. **DHANAPALA, B.D.**
Herbert Hulugalle. In His Amongst those present. Colombo, M.D. Gunasena, 1962. p. 170-177.

The author in his sketches of twenty-two of those whose lives have been included in this book has endeavoured to show the trends of events in Ceylon in recent times, and the different personalities who tailored these trends. Herbert Hulugalle was one of them and the author, in this brief essay praises him for his amazing knowledge of men and matters, and his intimacy with every branch of journalism during his long period as an editor at Lake House.

53. **DHANAPALA, D.B.**
The press and the public. In Ceylon today, 10(11), Nov 1961, 2-5.

The article stresses the points that should govern good reporting and its objectives — to record events, warn the public, and protect the nation. The press should not go beyond its boundaries for motives of profit, and with the idea of private revenge on behalf of an individual or a party.

54. **FERNANDO, W.L.**
The press in Ceylon. Colombo, Trade Exchanges (Ceylon) Ltd., (Printers), 1973. [12] + 63p.

The book presents a selection of documents prepared in 1962 by the author on the subject of press freedom and responsibility, and the institution of a National Press Agency.

55. **GOVERNMENT takes over [of Sri Lanka's largest newspaper group]. In Media for Asia's communication industry (Hongkong), 1(8), Aug 1974, 23-24.**

This report describes the take-over of the Associated Newspapers of Ceylon Ltd., under the (Special Provisions) Law 28 of 1973.

56. **GUNARATNE, Shelton A.**
Fallacious arguments — a reply to Ernest Corea. In

Media Asia; an Asian mass communication quarterly (Singapore), 1(3), 1974, 3-4.

A critical review of Corea's plea for support journalism of governments in Asia, and a suspension of independent appraisal and the concepts of free expression and mobilisation of public discussion. Corea responds on p. 11 no. 50.

57. **GUNARATNE, Shelton A.**
Government — press conflict in Ceylon: freedom versus responsibility. In Journalism quarterly: devoted to research in journalism and mass communication. 47(3), 1970, 530-543; 552.

This case-history of government — press conflict in Ceylon provides a good example of the pitfalls that the press can fall into the new democracies. The newspapers in the new democracies ought to follow a meaningful middle-path whereby they could exercise policies of restrained partnership and general co-operation with the government without trying to influence public opinion, particularly during elections.

58. **GUNAWARDENE, Hema**
Women journalists' role in Sri Lanka. In Vidura (India), 10(6), Dec 1973, 429, 431.

59. **HULUGALLE, H.A.J.**
Biography of D.R. Wijewardene, by H.A.J. Hulugalle and Piyasena Nissanka. Colombo, Lake House, 1962. 178p. Sinhalese.

This biography of D.R. Wijewardene founder of the Lake House Group of Newspapers in Ceylon reveals that D.R. Wijewardene not only broke into a business that was new to Ceylonese, but during his life time controlled a huge newspaper business by the name Associated Newspapers of Ceylon Ltd, which published daily newspapers and weeklies in Sinhalese, Tamil, and English catering to several levels of readership in the country. This Sinhalese edition of the biography was based on the original work published in 1960.

60. **HULUGALLE, H.A.J.**
Ceylon. In Lent, John ed. The Asian newspapers' reluctant revolution. Iowa, Iowa State University Press, 1971. p. 259-267.

A percipient account of the state of the journalistic game in the contemporary newspaper world of Sri Lanka.

61. **HULUGALLE, H.A.J.**
Journalism in Ceylon. In His The life and times of D.R. Wijewardene. Colombo, The Associated Newspapers of Ceylon, 1960. Chapt. 11, p. 83-95.

The result of this brief survey of the development of newspapers of Ceylon from the early 19th century, to the

position of crucial significance in the present day provides an impact on the public mind that is far superior to other forms of mass media.

62. **HULUGALLE, H.A.J.**
The life and times of D.R. Wijewardene. Colombo, The Associated Newspapers of Ceylon, 1960. [8] + 216p. illus.

This biography of Don Richard Wijewardene (1886-1950) the most notable newspaper magnate in the history of Ceylonese journalism describes his control of the leading English and vernacular papers in the four decades preceding the grant of Independence which enabled him to exercise a powerful influence in public life, as well as to mirror public opinion in an eventful period.

63. **HULUGALLE, H.A.J.**
Mass media 2. The press. In Ceylon. Ministry of Education and Cultural Affairs. Education in Ceylon: a centenary volume, pt. 2, chapt. 100. Colombo, The Ministry, 1969. Sinhalese p. 1199-1206; Tamil p. 1397-1404; English p. 1223-1228.

Education in Ceylon: a centenary volume was published to mark the 100 years of State education in Sri Lanka (Ceylon). In this brief chapter, the author, an eminent journalist, traces the influence of the press in Ceylon on the formulation of educational policy, in the context of a press which had existed for over a hundred and thirty years.

64. **HULUGALLE, H.A.J.**
The newspapers. In Centenary volume of the Colombo Municipal Council 1865-1965. Colombo, The Municipal Council, 1965. Editions in Sinhala, Tamil and English. Sinhalese p. 276-278; Tamil p. 295-297; English p. 210-211.

This historical outline of the newspapers published in Sinhala, Tamil and English in the city of Colombo traces the development of the newspaper industry in the metropolis.

65. **HULUGALLE, H.A.J.**
The role of the press in a developing country. In Ceylon today, 15(6), Jun 1966, 4-9.

The article points out that the national newspaper has a wide field of activity in providing information, education, entertainment, guidance, criticism and propaganda for worthy causes, but the main objective is to help build the nation.

66. **JANSZ, Hilaire**
Beginnings of a free press in Ceylon. In Ceylon today, 6(9), 1957, 6-7 & 20.

This second of the series of articles of Ceylon journalism points out that the first periodical published was the Government Gazette in 1802. The advent of a real news-

paper in Ceylon was with the arrival of Sir Robert Wilmet Horton. The first issue was out on January 1st, 1832 and was known as the Colombo Journal. On Feb. 4, 1834, the Ceylon Observer and commercial advertiser edited by George Winter was published. Thus the Observer can claim to be the oldest English newspaper in Asia. Subsequently, the Ceylon Herald and the Times of Ceylon came into being.

67. **JANSZ, Hilaire**
Journalism, then and now. In **Ceylon today, 6(8), 1957, 11-13.**

This is the first of the series of articles of Ceylon journalism, which outlines its history and the notable part played by a free press in the country's development and progress during and after the period of British rule.

68. **JANSZ, Hilaire**
Journalistic personalities of the past. In **Ceylon today, 6(12), Dec 1957, 9-11.**

This fifth of the series of articles of Ceylon journalism briefly outlines the contributions to Ceylon journalism by Christopher Elliott, M.D., A.M. Ferguson, John Ferguson, John Capper, George Wall, and how they were a great force in forming and guiding public opinion, are briefly outlined.

69. **JANSZ, Hilaire**
Journalistic personalities of the past. In **Ceylon today, 7(1), Jan 1958, 17-18.**

In this sixth article on Ceylon journalism, the author continues to trace the contributions to Ceylon journalism by individuals. Charles Ambrose Lorenz, Francis Beven, and Leopold Ludovici, three Ceylonese helped to make the Examiner an influential organ of public opinion. This band of journalists was joined by Armand de Souza, first on the staff of the Times of Ceylon, and later to become the editor of the Ceylon Morning Leader. He was regarded by friends and foes alike as a martyr in the cause of freedom of the press to criticise public officers and government officials.

70. **JANSZ, Hilaire**
A pioneer of Sinhalese journalism. In **Ceylon today, 7(3), Mar 1958, 28-29.**

This seventh and the last of the series of articles of Ceylon journalism gives a brief introduction to H.S. Perera who made a name as Sinhalese journalist in the late nineteenth century. Under his editorship Sarasavi Sandesa became a vigorous medium of nationalist and cultural expression of the Sinhalese masses; and a foil to the limited English press. In the last few years of his life H.S. Perera wanted to carry on his mission further and founded Dinamina which has become a principal organ of Sinhala journalism since then.

71. **JANSZ, Hilaire**
Progress of the free press in Ceylon. In Ceylon today, 6(11), Oct 1957, 10-12.

This fourth of the series of articles of Ceylon journalism outlines the history of the press. By 1902 there were 10 English papers of which four were dailies, and seven Sinhalese and Tamil newspapers. The Sarasavisandesa had a circulation of 4,000, which was far in excess of any other newspaper in any language in the island. In 1922, the Observer became the property of D.R. Wijewardene, a Ceylonese newspaper magnate, and in three years the Associated Newspapers of Ceylon came into being. This group helped to give Ceylon an influential independent national press.

72. **JANSZ, Hilaire**
Quaint, gaunt Saint: a journalist's autobiography. Colombo, The Associated Newspapers of Ceylon Ltd., 1963. [4] + 64p. illus.

This is an autobiography of a well known journalist in Ceylon who served as the editor of the Ceylon Observer, published by the Associated Newspapers of Ceylon Ltd., for many years.

73. **JANSZ, Hilaire**
When the press could not be silenced. In Ceylon today, 6(10), Oct 1957, 7-10.

This third of the series of articles of Ceylon journalism traces the growth of independent papers to voice the interests of the various communities in the colony. This phase saw the birth of several independent newspapers to cater to the needs of the government, the planters, and the European community. It was in 1853 that Ceylon's oldest newspaper became a daily and the newspaper began to take a much larger share in public life. To cater to the needs of indigenous opinion and aspiration, the first Sinhala newspaper called Lakmini Pahana came into existence in 1862, and the Ceylon Independent, an English paper, serving the interests of the country as a whole came into existence, owing to the efforts of Charles Ambrose Lorenz and his friends.

74. **JAYAWARDENE, B.H.S.**
Journalism and its responsibilities. In Sunday times (Ceylon), 50th Anniversary Supplement 1973. p. 49-51.

The article points out that the pattern of the Fourth Estate and the press have altered in the years after Independence and that the press is an institution which reflects and influences the life of a whole community.

75. **LEVER BROTHERS (Ceylon) Limited**
A.B.C. media survey — Ceylon. May-July 1967. Conducted for the Audit Bureau of Circulation Limited by the Market Research Dept. of Lever Brothers (Ceylon) Limited. [Colombo], 1968-69. 3v.

This readership survey of samples of population regarding exposure to newspapers and periodicals includes three sections: 1. General report; 2. Detailed findings; 3. Profile of publications.

LEVER BROTHERS (Ceylon) Limited
A.B.C. Readership Surveys: Ceylon, 1964 see 136.

76. **LIYANAGE, Gunedasa**
The revolution of B.D. Dhanapala. Nugegoda, Dipani Publishers, 1972. 168p. illus. Sinhalese.

This is a short biography of the well-known Ceylonese journalist, B.D. Dhanapala, written by another Sinhala journalist for the Sinhala reading public. The late Mr. Dhanapala worked for the Lake House Group, Times Group, and finally for the Davasa Group and earned a reputation as a leading journalist in Ceylon.

77. **NAVARATNE, Gamini**
Of old newspapers and the new. In Sunday times (Ceylon), 50th Anniversary Supplement, 1973. p. 8-9.

A historical survey of the newspapers published in Sri Lanka.

78. **NEWSPAPERS in Sri Lanka. In Ferguson's Ceylon directory 1973-1974. Colombo, The Associated Newspapers Ltd., 1974. p. 538-543.**

This reference book contains information on the newspapers of Ceylon, in the following categories: name, place of publication, details of proprietors, publishers and editors arranged in three sections: daily, weekly, and others. Similar sections occur in each annual issue of this directory, which began publication in 1859.

79. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 1, 1832-1887. Colombo, Gunasena, 1965. 500p. illus. Sinhalese.

The writer, a wellknown Buddhist scholar-priest in Sri Lanka, sets out to write a comprehensive history of newspapers and periodicals, which have become known to him. In this volume he deals with 88 such works in their chronological sequence, belonging to the period 1832 to 1887. No Sinhalese periodicals are known to have been published before 1832, although printing in Sinhala characters was begun by the Dutch in 1737, purely for religious purposes.

80. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 2, 1888-1900. Colombo, Gunasena, 1966. 570p. illus. Sinhalese.

This volume incorporates information pertaining to 94 newspapers and periodicals during the period 1888-1900.

The writer has also included many extracts from these publications, articles which are of historical importance but are not directly related to the history of periodicals.

81. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 3, 1901-1907. Colombo, Gunasena, 1967. 500p. illus. Sinhalese.

Details of 45 newspapers and journals are included in this volume, and, as in the previous volume, extracts from them also have been reproduced. At the end of the volume is an appendix of 88 pages which includes information pertaining to the previous period, and also the biography of Brahmacari Valisingha Harischandra.

82. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 4, 1908-1918. Colombo, Gunasena, 1968. 504p. illus. Sinhalese.

This volume deals with 94 publications. It contains an appendix of 17 pages which includes criticism of the previous volume of this work, valuable illustrations of the first pages of newspapers and periodicals, and examples of hand writing of wellknown authors.

83. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 5, 1919-1924. Colombo, Gunasena, 1968. 532 + [32]p. illus. Sinhalese.

This volume gives an account of 198 publications. It contains 32 illustrations of the first pages of works discussed in this volume and a specimen page of the handwritings of the author.

84. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 6, 1925-1927. Colombo, Gunasena, 1969. 2592-3124p. illus. Sinhalese.

In view of the writers' claim that the largest number of Sinhala periodicals was published in the year 1926, this volume covers only a period of 3 years and deals with 177 publications.

85. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 7, 1928-1931. Colombo, Gunasena, 1969. 3125-3635p. illus. Sinhalese.

This volume not only deals with 187 periodicals but also contains the biographical notes of eminent Sinhala journalists such as Julius de Lanerolle, P. Nissanka and D.J.B. Wijesekara.

86. **PANNASEKARA** himi, **Kalukondayawe**
History of Sinhalese newspapers and periodicals. v. 8,

1832-1834. Colombo, Gunasena, 1970. 3638-4151p. illus. Sinhalese.

This volume covers a period of 3 years and deals with 188 titles. It contains an informative article on Ayur Dr. G.P. Wickramaarachchi, who is also an editor of a Sinhala journal and an illustration of his handwriting.

87. PANNASEKARA himi, Kalukondayawe
History of Sinhalese newspapers and periodicals. v. 9, 1935-1937. Colombo, Gunasena, 1971. 4153-4655p. illus. Sinhalese.

The details of 170 titles and extracts from periodicals comprise the 400 pages in this volume. In all the nine volumes are a valuable compendium of information on Sinhala journalism, and a tribute to the author's industry and scholarship.

88. PERERA, G.M.K.
The Ceylon Government Gazette (1802-1837), the first newspaper in Ceylon. In Ceylon library review, 3(1), Jul 1968, 1-5.

This is a brief history of the first state controlled and owned monopoly newspaper in Ceylon which was the official organ of the Government, until superseded by the Colombo Journal.

89. PRESS. In Ceylon yearbook, 1971. Colombo, Dept. of Census and Statistics, 1972. p. 334-336.

The information in the Ceylon yearbook which started reporting on the press in 1954 supplements the information given by the National Archives Department on the subject in their Administrative Reports.

90. RAJAKARUNA, Lucien
Sri Lanka. How to create a tame press. In The bulletin (Sydney), 95 (4866) Aug 11, 1973, 33.

This describes the stages in the process of legislation to take over the country's largest publishing group, A.N.C.L., beginning in 1961 and completed in July 1973.

91. SARATH, Lionel
Case regarding newspapers. Nugegoda, H.D. Tissa, 1964. 32p. Sinhalese.

An essay written in a sarcastic manner on the partiality of newspapers.

92. SENANAYAKE, G.B.
With Wickramasinghe at the Press Office. In Martin Wickramasinghe Koggiala Maha Pragnaya. Dehiwela, Tissara Prakashakayo. 1875. p. 250-254. Sinhalese.

A short article about Martin Wickramasinghe as a journalist written by the author based on reminiscences of his

association with Wickramasinghe while working at Lake House. Wickramasinghe was the Editor of 'Dinamina' published by the Lake House Group of newspapers during that time while the author was a junior journalist working under him.

93. **SINGER, Marshall R.**
Newspaper reading. In **The emerging elite: a study of political leadership in Ceylon. Cambridge (Mass.), The MIT Press, 1964. p. 110-113.**

The study concludes the attitudes and images held by a man will be shaped by the sources of information to which he is exposed. Not only do newspaper-reading habits provide information on the type of bias which one is exposed to, but implicit in the choice of one newspaper over another is the identification of oneself with the values expressed in that newspaper. This is particularly true, when there is a choice of newspapers available representing different value systems. In Ceylon the value systems are tied to the language in which the newspaper is printed and not to the ownership of the press which belongs to two publishing houses: Lake House Press and the Times of Ceylon.

94. **SIRI SEEVALI** himi, **Bambarende**
Responsibility of young writers. In **Kala Puvat 8. 1974. Colombo, Dept. of Cultural Affairs, 1974. p. 5. Sinhalese.**

The paper stresses the importance of understanding the responsibility of a journalist.

95. **SRI LANKA** [Dept. of Information]
Why newspapers are boycotted? Why is it that a campaign has been started to boycott Lake House newspapers? Colombo, Govt. Press, [1973]. 4p. Sinhalese.

The propaganda leaflet issued by the Government against the boycott campaign organised by the U.N.P. on 1st August 1973 analyses the reasons why the United National Party was interested in launching this campaign. The campaign which started on the scheduled date showed results in the beginning. Later the campaign died down.

96. **SRI LANKA.** National State Assembly
Associated Newspapers of Ceylon Ltd., Special Provisions Bill. Debate. In **National State Assembly Debates. Official Report. (Uncorrected). 6(13) 1973, cols. 2341-2448; 6(14) 1973, cols. 2470-2714; 7(1) 1973, col. 2; 7(3), cols. 604-605; 7(4) 1973, cols. 720-782.**

At the end of a two day debate on 16th and 17th July 1973, the bill was read for the second and third time and passed as amended.

97. **SUMATIPALA, K.H.M.**
Ceylon daily news. In **Vietnam, Catholicism and Ceylon. Colombo, Bauddha Jatika Balavegaya [Buddhist National Forces], 1963. p. 90-98. Sinhalese.**

This paper analyses the role played by the Ceylon Daily News in reporting incidents pertaining to the Vietnam war.

98. **SUMATIPALA, K.H.M.**
Newspapers in Ceylon. In **His. Vietnam, Catholicism and Ceylon. Colombo, Bauddha Jatika Balavegaya [Buddhist National Force], 1963 p. 81-84. Sinhalese.**

The writer endeavours to show how facts about Vietnam are misreported or twisted in Ceylon newspapers. Ideas expressed are those held by the members of the Bauddha Jatika Balavegaya. He stresses the need to break the press monopoly completely in Sri Lanka [Ceylon].

99. **SUMATIPALA, K.H.M.**
Samaranayaka. In **Vietnam, Catholicism and Ceylon. Colombo, Bauddha Jatika Balavegaya [Buddhist National Force], 1963. p. 84-90.**

The writer critically examines the role of a newswriter in the Lake House Group of newspapers representing the Vietnam News Agency. Samaranayaka is the name of the journalist being criticised.

100. **TOUSSAINT, J.R.**
Ceylon's first newspaper. In **Journal of the Dutch Burgher Union of Ceylon, 38(3), Jul 1948, 79-85; 39(1) Jan 1949, 19-21; 40(1) Jan 1950, 20-23.**

An account of the Colombo Journal (1832-33) which was instituted by Sir Robert Wilmet Horton, Governor with George Lee as the first editor.

101. **TOUSSAINT, J.R.**
An old newspaper. In **Journal of the Dutch Burgher Union of Ceylon, 36(2), Oct 1946, 57-61.**

This is the supplement to the Ceylon Government Gazette (successor to the Colombo Journal) a bi-weekly first issued on 4th Jan. 1834. It ceased publication in 1837 and was succeeded by the Ceylon Chronicle.

102. **VICKERY, Raymond E. Jr.**
The Ceylonese press and the fall of the Srimavo Bandaranaike Government. In **South atlantic quarterly (Durham, North Carolina), 66(3), Summer 1967, 424-439.**

The author analyses the crucial issue of the Government control of the press, a critical factor in the defeat of the Srimavo Bandaranaike Government in 1964. The author in a survey of the events, immediately preceding the downfall of the government, claims that the attempts to fetter the press was the single most important reason for its discomfiture.

103. **VITTACHI, Tarzie**
Asia's embattled press. In **Leader (Malaysia), Jan. 1972, 53-54.**

104. **WIJEWARDENE, Don Richard**
The birth of a newspaper; the "Daily News" in the making. In **Ceylon daily news 1918-1943. Colombo, Associated Newspapers of Ceylon, 1943. p. 7-14.**

The famous Sri Lankan press lord talks of the making of a great newspaper in its formative period.

105. **WILSON, Alfred Jeyaratnam**
The press in a democracy. Colombo, published by the C.P.C.L., for Student Christian Movement of Ceylon, 1960. [2] + 16p.

The author advocates restraints on the present functioning of the national press in Ceylon which is opposed to socialistic measures of economic and social regeneration.

WILSON, Alfred Jeyaratnam
The role of the national press and the Ceylon Broadcasting Corporation see 335.

106. **WRIGGINS, W. Howard**
The press and communications. In **His. Ceylon: dilemmas of a new nation. Princeton (N.J.), Princeton University Press, 1960. p. 160-162.**

This article states that Ceylon has the most active press with the largest circulation of all countries in South and South East Asia. The press aside from being critical plays an important part in Ceylon affairs.

VI. PRINT MEDIA

107. **ABEYSINGHE, W.A.**
Young reader and his literary taste. In **Sahityaya special issue commemorating Sahitaya day 1974. Colombo, Dept. of Cultural Affairs, 1974. p. 2-4. Sinhalese.**

The writer analyses the reading tastes of the Sinhala educated youths.

108. **ALL CEYLON Printers Association**
Question of school (books). Colombo, The Association [1965]. 94p. Sinhalese.

This deals with the question of printing school books, consequent to the Government taking over the publishing of school text books.

109. **ARIYARATNE, Sunil**
Problems of young writers. In **Sahityaya special issue commemorating Sahityaya day 1974. Colombo, Dept. of Cultural Affairs, 1974. p. 61-63. Sinhalese.**

The writer proposes an organisation to promote the creative talents of young writers. Printing and publishing problems, influence of literary sects, and lack of guidance are the points discussed in this essay.

110. **BLOK, S.C.**
Current national bibliography of Ceylon. In Journal of the Ceylon Library Association, 1(2), Jul-Dec 1962, 32-34.

This article is a reprint from the Unesco Information Bulletin on Reading Materials held in Karachi in July 1962; describes the recent survey of book production in Ceylon which is undertaken by the authors.

111. **BOOK Development Council, London**
Report of the Publishers' Mission to Ceylon — 31st Oct-4th Nov 1969. London, The Council [1970]. [4] + 24p.

The report discusses the promotion of British books in league with local booksellers and educational institutions in the unfavourable context of bureaucratic impediments and controls, the lack of foreign exchange for book imports, and the absence of English as a live factor in the educational process.

112. **BOOK Organisations in Asia**
National Book Development Council of Sri Lanka. In Newsletter, 5(2), Sep 1973. 7-8.

This article is mainly on the National Book Trust of Ceylon which was established in May 1960. It describes how the scope of the National Book Trust of Ceylon was widened in 1972 with the establishment of the National Book Development Council whose objectives is to promote and encourage the habit of reading among the people of Sri Lanka to promote the production of books and reading materials, and to integrate book development into the national development planning effort.

113. **CEYLON.** Broadcasting and Information Dept.
Publishing of Radio Times and other publications, 1961-62; annual report and audited accounts. Colombo, Govt. Publications Bureau, 1964. 6p. Sinhalese. (Accounts of the Government of Ceylon 1964).

This report deals with the accounting aspect of Radio Times, an important mass communication periodical published by the Department of Broadcasting.

114. **CEYLON.** Dept. of Cultural Affairs
Annual report of the Director 1969/70. Colombo, Govt. Publications Bureau, 1972. 18p. Sinhalese, Tamil, English.

An annual administration report recording the progress of activities made by the Department which includes book promotion scheme including mobile library services, book exhibitions, awarding of prizes for good books, improving the quality of childrens' books, and sponsoring translations.

115. CEYLON. Dept. of Education
Educational publications advisory board. In **Administration report 1969/70. Colombo, Govt. Publications Bureau, [1973]. p. A 30-31 — Sinhalese; A 130-131 — English.**

The Educational Publications Board (later known as Educational Publications Advisory Board) was set up in November 1950 with a view to selecting and publishing suitable textbooks for use in schools. The Board offers suggestions to authors for improvement of their works with the aim of supplying quality textbooks for schools. Only those textbooks approved by the Board are in use in schools. Annual administration reports for the year 1962 to 1969/70 have separate sections to deal with the progress of work undertaken by the Board. Up to 1968 the report was published only in English. From that year onwards the report is published in Sinhalese, Tamil and English.

116. CEYLON. Dept. of Educational Publications
Administration report of the Commissioner 1969/70. Colombo, Govt. Publications Bureau, 1972. 48p. Sinhalese, Tamil and English.

The Educational Publications Department was established in 1966 by amalgamating the publications section of the Official Language Department and the Bookwriting section of the Education Department. The functions of the Department are the translation and publishing of books for higher education and preparation of readers in science subjects for use in schools. Administration reports published in Sinhala, Tamil and English for 1966/67 to 1969/70 contain valuable appendices outlining the details of books published during the year.

117. CEYLON. Dept. of Govt. Archives
Administration report 1973. Colombo, Govt. Publications Bureau, 1975. 64p. Sinhalese, Tamil and English.

The Government Archives Department (now the Department of National Archives) was first established in 1947 under the Ministry of Education. From that year the Government Archivist also became the Registrar of Books and Newspapers who received printed materials in Ceylon under the Printers and Publishers Ordinance of 1885, a responsibility held earlier by the Registrar-General. The annual reports contain interesting information about publishing in Ceylon. More detailed information is found in reports after 1959. The highest number of books (4,910) was published in 1967/68 and after that the upward trend in publishing has been reversed. The programme of the compilation of catalogue of books printed in Ceylon was a requirement of the 1885 Ordinance. Also the publishing of the Ceylon National Bibliography from November 1962 on modern lines can be traced from the annual reports published during the period 1947 to 1970. They provide an authoritative record of publishing and printing in Ceylon.

Till 1958 the report was published annually in English only. From 1959 to 1962/63 it was published in English and Sinhalese and from 1963/64 onwards it is being published in Sinhalese, Tamil and English respectively.

118. **CEYLON.** National Book Trust
Report of the training course for book illustrators, sponsored by Unesco, held at the Government College of Fine Arts, from 21st March to 18th April 1966. Colombo, National Book Trust, 1966. 18p. mimeo.

This is a report for the development of reading materials in South East Asia sponsored by Unesco, under the Technical Director, Bernard de Silva, Printers to the Government of Ceylon, while Mr. J. Van Couwelaar, International Expert in Book Illustration functioned as a Co-Director.

119. **CEYLON.** National Book Trust
Research report on readers' talents. Colombo, Ministry of Education and Cultural Affairs, 1964. 60p. Sinhalese.

A report of a survey conducted by the National Book Trust of Ceylon on the reading talents of the Sinhala readers.

120. **CEYLON.** National Commission for Unesco
Administration report of the Secretary, 1969/70. Colombo, Govt. Publications Bureau, 1971. 19p. Sinhalese, Tamil and English.

Ceylon became a member of Unesco in September 1949, and a National Commission for Unesco was set up at the Ministry of Education in September 1950. It had a broad programme which included education, social science, cultural activities, mass communication, etc. Annual reports published for 1951 to 1969/70 survey the activities of the Commission, in each year. The Commission has given every encouragement to promote the publications of good books by individual financial help and also by sponsoring international meetings of writers, publishers, and librarians. Copyright and National Bibliography have been another area of work promoted by Unesco. Up to 1957 the report was published in English only. From that year onwards the report is published in Sinhalese, Tamil and English.

121. **CEYLON.** Official Language Dept.
Administration report of the Commissioner 1970/71. Colombo, Govt. Publications Bureau, 1972. 84p. Sinhalese, Tamil and English.

The Department was set up in 1956 to facilitate using Sinhala as the Official Language in Government Departments. Hence the implementation of the Official Language Act No. 33 of 1956 and Tamil Language (Special Provisions) Act of 1958 was the main responsibility of the Department. Among the numerous steps taken in the implementation of these laws were the compilation of a large number of Sinhala-English, English-Sinhala and Tamil-English, English-Tamil glossaries of technical terms in va-

rious subjects. It also published many valuable Sinhala and Tamil translations of English educational works in various fields. In 1966 the publication section was separated to form an independent Department under the name Educational Publications Department; the Official Language section was attached to the Ministry of Justice. From 1967 onwards the report was published in Sinhala, Tamil and English.

122. **CEYLON.** Official Language Dept.
Printing, publicity and sale of books: annual report and audited accounts, 1963/64. Colombo, Govt. Publications Bureau, 1969. 28p. Sinhalese, Tamil and English.

From 1956/57 up to 1963/64 accounts of the Department have been audited by the Auditor-General and a brief report is published on his findings. Audited accounts up to 1963/64 have shown a steady increase in its profits. According to the Commission administration reports this tendency has been continued till 1967/68 in which year the Department made a profit of Rs. 1,587,306.00. Audited accounts in this series are available only up to 1963/64.

123. **COMMITTEE of Inquiry on Import of Books and other Publications. Report. October 1973. [Colombo, Ministry of Education, 1973]. 62 + 14p.**

The Committee was appointed in May 1973 chiefly to investigate whether foreign exchange allocated for the import of books to Sri Lanka from abroad was being used properly and to recommend means of overcoming the difficulties and problems that had arisen in the last few years.

124. **COREA, Ishvari**
The general Sinhala reading public. In Lectures on "Translation Programme". [Proceedings of the Seminar organised by the Marga Institute, 26th to 31st October 1972]. Colombo, The Marga Institute, [1972]. 6p.

The views expressed by the author in this paper are her own observations on the reading habits and tastes of the Sinhala reading public using the Public Library in an urban area. She is also of the opinion that in view of the rapid development of communication and mass media, no part of the island can be considered rural. Therefore, the reading needs of the urban and rural areas cannot be vastly different. However, the tastes of the rural reader are conditioned and limited by the availability of reading material.

125. **DE SILVA, C.M. Austin**
Production of books in ancient Ceylon. In Education in Ceylon [1969]. Pt. 1, Chapt. 22, p. 227-233.

The art of the manuscript book and writing.

126. **DE SILVA, Harischandra**
Printing and publishing in Ceylon. Colombo, Sri Lanka National Commission for Unesco, Ministry of Education, 1972. 48p. illus.

This is a brief history of printing in Ceylon starting from the middle of the 18th century. It is fully illustrated with the materials available in the National Archives Department.

127. **DIEHL, Katherine S.**
The Dutch press in Ceylon, 1734-96. In The library quarterly, 42(3), Jul 1972, 329-344.

This is an account of some hitherto unreported and uncatalogued publications which the Dutch East India Company printed in Ceylon during the 18th century. These books were found through a search of the Ceylon National Archives, Wolvendahl Church Archives, and three libraries. Treated are Ordinances, music books, and a 1791 edition of the Wandering Jew, all printed at Colombo.

128. **GARUSINGHE, Dayaratne**
General reading public. In Marga Institute. Lectures on "Translation Programme", [1972]. [3]p. mimeo.

The Superintendent of Translations, Educational Publication Department, in this brief survey states that whatever may be the taste of the people, reading is an important facet of communication and essential aid to personal welfare and social progress. With the introduction of free education in 1945 and the Sinhala Only Bill in 1956, it has become necessary to have more and better translations from English and other languages to Sinhala to meet the needs of the educated public.

129. **HERATH, Mervyn**
The market for books. In Marga Institute. Lectures on "Translation Programme", [1972]. [3]p. mimeo.

The author, in this brief survey, outlines the type of publications in Ceylon and pinpoints the programmes in selling them to the public, whose purchasing power was very low and to whom certain books were beyond their limited means.

130. **HEARTH, Mervyn**
Reading habits in Sri Lanka. In Unesco Regional Centre for Books Development in Asia, 15(4), Oct 1973, 11-15.

The Marga Institute (Sri Lanka Centre for Development Studies) in attempting to fulfil one of its main objectives to provide a library of general reading for the Sinhala educated to assist them to gain access to a wide range of contemporary knowledge and thought, carried out general studies. I. The readership survey at four different levels — (i) Pre-University level; (ii) Teachers in the schools; (iii) Undergraduates in the University of Sri Lanka; (iv) Graduate trainees; and II. The Book-sellers survey. The author

of this article, who was associated with these surveys carried out by the Institute, outlines briefly the results of the surveys.

131. **HULUGALLE, Herbert A.J.**
Books for the people. In **Journal of the Ceylon Library Association, 1(2), Jul-Dec 1962, 3-8.**

A bookman and author-journalist ruminates on the value of books and libraries in adult education. This is an address delivered to the Ceylon Library Association on July 14, 1962.

INTERNATIONAL Advertising Services
Facts about Ceylon see 306.

132. **JAYAWARDANA, W. Ananda**
Book publishing and distribution in Ceylon. In **Tokyo Book Development Centre newsletter, 4(1), Jun 1972, 7-11, 15.6.**

A comprehensive survey by the Commissioner, Educational Publications Department, of publishing and book distribution by both government and private sectors, including imports from abroad.

133. **KAMALDEEN, S.M.**
Reading interests of children. In **Kalvi: Tamil journal of the National Education Society of Ceylon, 8/9, 1970, 25-39. Tamil.**

The author points out in this article the importance of little children being encouraged to come into contact with good books which are selected by the professionals in the field. He further goes on to enumerate the method of selecting suitable books for a library patronised by children and also points out the urgent need of writing books suitable for children.

134. **KULARATNE, Tilak**
The Sinhala reading public including undergraduate readers. In **Lectures on 'Translation Programme'. [Proceedings of the Seminar organised by the Marga Institute, 26th to 31st October 1972]. Colombo, The Institute, [1972]. 5p. Sinhalese. mimeo.**

The writer analyses the composition of the Sinhalese reading public at present. The inability of the Sinhala educated readers to benefit from English books, the need for Sinhala periodicals in Humanities and Social Sciences, and the production of low quality books are some of the problems discussed in this paper.

LEVER BROTHERS (Ceylon) Limited
A.B.C. Media Survey — Ceylon. May-July 1967 see 76.

135. **LEVER BROTHERS (Ceylon) Limited**
A.B.C. Readership survey: Ceylon 1964. Conducted for the Audit Bureau of Circulation Limited by the Market

Research Dept. of Lever Brothers (Ceylon) Ltd., Colombo, [1964]. 131p.

136. **LOKULIYANA, Lionel**
The reading public and the market for books. In Lectures on 'Translation Programme'. [Proceedings of the Seminar organised by Marga Institute, 26th to 31st October [1972]. Colombo, The Institute, [1972]. 5p. mimeo.

The writer observes that the persons taking reading on their own initiative are very few in Sri Lanka. Nevertheless he observes that there is a demand for school textbooks, and novels catering to low reading tastes. Newspapers are well read in the country and the writer suggests that books published on similar lines will attract the readers.

137. **MARGA Institute,** Colombo
Lectures on 'Translation Programme'. Colombo, The Institute, [1972]. [131]p. bibl. mimeo.

The Marga Institute (Sri Lanka Centre for developing studies) in its library project endeavours to meet some urgent problems of the newly educated emerging intelligentsia among our youths. The literary explosion among the youth in their mother tongue in Sinhalese and Tamil resulted in a dearth of books in the languages they are educated in. The Institute makes an attempt to fill this gap by a translation programme of initially 100 books selected from different fields to meet the requirements of the members of the reading population, namely the graduate and the undergraduate groups, the teaching profession, the advanced level students and the general reading public. This is an effort to communicate knowledge with a view to create a modern society, and to focus on problems of development and social change.

138. **MARGA Institute,** Colombo
The Sinhala reading public: a study carried out by the Marga Institute. Colombo, The Institute, 1974. [8] + 70p. (Marga Institute Research studies — 4).

Marga Institute launched a project to translate 100 selected titles on contemporary subjects into Sinhala for the benefit of a category of new intelligentsia starved of suitable serious literature. To assess these requirements a survey followed by a seminar was held by the Institute at the end of 1972, resulting in this publication. The work is an authoritative analysis of the supply and distribution of Sinhala books to the Sinhala reading public, and discusses problems of selection, translation and marketing.

139. **MARGA Institute,** Colombo
The Sinhala reading public: a study carried out by the Marga Institute. Colombo, The Institute, 1975. [8]+64p.

A Sinhalese translation of the original work published in 1974 (see item no. 134). The Sinhala title is 'Sinhala Pathaka Lokaya'.

140. **MICHAEL, R.L.**
Maximising the use of print media to change public attitudes on controversial social issues. 5p. mimeo. In Indian Ocean Communications Training Workshop, Colombo, 1973. [Papers]. Colombo, Indian Ocean Regional Council/IPPF, 1973. 1973.

The paper discusses the constraints of the print media used and also highlights the importance of other media in association with which print media can be effective and the control exercised by the Government in their use.

141. **MORPURGO, J.E.**
Proposals for the establishment of the National Book Trust of Ceylon, May 1958. Colombo, Dept. of Cultural Affairs, 1968. 26p. mimeo.

The author states the need for a Book Trust in Ceylon, as, in his opinion, the printed word is a major vehicle for national education, culture and information. The contents include the definition and functions, the personnel, and structure of the National Book Trust.

142. **PIYADASA, T.G.**
The Sinhala reading public with special reference to undergraduate readership. In Sri Lanka library review, 4(2), 1973/73, 93-98.

The study is based on statistics kept in 1970 for a student population of 1,750 at the Vidyalankara University of Ceylon. It shows up the great demand for reading in Sinhala, and the paucity and lack of quality of the materials available for higher education needs.

143. **PRODUCTION of reading materials in Ceylon. In Unesco. The provision of popular reading materials: a collection of studies and technical papers; compiled and edited by Charles Granston Richard. Paris, 1959. p. 62-71.**

This paper was submitted by the Ceylon participants at the Unesco Regional Meeting of Experts held at West Pakistan from 11-18th June 1956.

144. **RAY, S.N. Guha**
Printing industry in Ceylon. In His Report on Printing facilities available in India, Pakistan, Burma and Ceylon for production of literature for new literates. Calcutta, The Author, with the assistance of Unesco, 1960. p. 67-72.

The study was undertaken on behalf of Unesco to find out whether sufficient printing facilities exist in Ceylon to cope with the expected increase in orders for printing literature for the new reading public after independence. The lack of trained personnel and the absence of a school of printing and technology in the island, except the Colombo Technical College where training in hand composition and machine minding is given by the Government Printer, stand in the way of solving the mass literacy.

145. **RHODES, Dennis E.**
The spread of printing: Eastern hemisphere, India, Pakistan, Ceylon, Burma and Thailand. Amsterdam, Vangendt & Co. 1969. 95p. (facsims title pages) map. (The spread of printing, edited by Collin Clair).

Printing in Ceylon, p. 65-78. (Ceylon under Dutch rule, p. 67-72, pl.; Ceylon under British rule, p. 73-78). This information is based entirely on the books the author has examined in the British Museum where he is an Assistant Keeper in the Department of Printed Books.

146. **SIVAGURUNATHAN, S.**
Pioneer co-operative publishing in Sri Lanka. In Unesco Regional Centre for Book Development in Asia (Karachi). Newsletter, 15(3), Jul 1973, 15-16.

On the 14th of January 1967, The Jaffna Co-operative Tamil Books Publication and Sale Society Ltd., Sri Lanka came into being to provide cheap and convenient means of publishing and printing.

147. **UNESCO Regional Seminar on General Publishing and Marketing of Books in Asia, Colombo, 1972**
Final report. Paris, 1972. 20p.

Participants from 12 Asian countries discussed in depth the future role of General Book Publishing considering that the recent trend seems to be that Governments are taking over the publishing of textbooks for schools. In view of this change, the Seminar report considers how general publishers can contribute to the national book requirement.

148. **VITANA, Gunasena**
Reading tastes of children and youths. Colombo, Sri Lanka Unesco National Commission, 1972. 15p. Sinhalese.

This short essay is based on data collected through questionnaire distributed among writers, readers and others in this field.

149. **WARNASURIYA, W.M.A.**
The general reading public. In Marga Institute. Lectures on 'Translation Programme'. [1972]. [12]p. mimeo.

This historical survey confines itself to two matters. 1. the contribution of literacy in the germinating processes of a general reading public; 2. the relations that are said to exist between book production of a country and its reading public. The lack of paper for book production and the imposition of 'FEECS' that virtually stopped the import of foreign books into the market were some of the factors that stood in the way of production. Another cause for the desiccation of the reading public is the lower purchasing power of the people and the failure of our educational efforts to generate a real general reading public among the Sinhala population.

150. **WEERASURIYA, D.S.**
General reading public. In Marga Institute. Lectures on 'Translation Programme'. [1972]. 3p. mimeo.

This survey points out that the normal reading public could be divided into two categories: the school-going public, and the out-of-school public. The first type confines itself to school textbooks for their studies, the newspapers and magazines and certain other books which may be relevant to their studies or outside their studies. The out-of-school Sinhala population fall into three categories: 1. Sinhala reading populations; 2. Readers capable of reading Sinhalese and English; 3. Those who are capable of reading only English. Unlike the English reading public, who are amply provided, the Sinhala reading public do not have adequate, varied enough, and suitable materials to read. It is to meet this deficiency that this translation project has been launched by Marga.

VII. BROADCAST MEDIA

151. **BROADCASTING. In Ceylon year book 1971. Colombo, Dept. of Census and Statistics, [1972]. p. 336-339.**

Broadcasting in Ceylon began in 1925. Later the Ceylon Broadcasting Corporation was constituted by an Act of 1966. It was in the year 1954 that a separate section was devoted to the information pertaining to Broadcasting Services. This section of the year book for the period 1954-1971 summarises in brief the developments in Broadcasting in Ceylon.

152. **BROADCASTING in Ceylon, 1925-1956. In The Engineering Association of Ceylon. Transactions for 1958. p. 185-187.**

This is a brief survey of 31 years of broadcasting in Ceylon. Although Ceylon took the lead in the East in establishing a broadcasting service, public opinion was slow in appreciating its potentialities for national welfare. Consequently, for 25 years, progress was slow compared not only with European advancement in this field, but also with development in South East Asian countries.

153. **CEYLON. Broadcasting Corporation**
Report of the Commission of Inquiry on the C.B.C. and the mass media, 1970. 154p.

Unpublished report handed over to the Governor-General of Ceylon in June 1971.

154. **CEYLON.** Commission on Broadcasting
Report of the Commission on Broadcasting 1953. Colombo, The Govt. Publications Bureau, 1955. 245p. (Sessional paper XX — 1955).

Since October 1, 1949, there have been two main sections — the National Service and the Commercial Service, functioning as two distinct services with different objectives. The National Service is a nation building service and is intended to serve the country's needs of education, entertainment and instruction through the medium of broadcasting, operating in the respective languages: Sinhalese, Tamil and English. The School Service operates in all three of them. The Commercial Service is organised on a profit earning basis and it uses broadcasting for commercial entertainment, information and instruction with a distinct emphasis on entertainment, more particularly of a popular type. The Commercial Service is very popular, but it was injurious to cultural and social values. The rural population preferred to listen to folk songs, vannams, and similar programmes. The younger generation of listeners particularly tune into the Commercial Service to hear film songs, Jana kavi, dramas from the latest Sinhalese films. Provision should be made for broadcasting in Ceylon in its varied aspects, and steps should be taken to make it an effective instrument in the development of art and culture. If the recommendations in the report are implemented, the National Service would be an effective medium of information and education as well as entertainment. It would also help to develop Radio Ceylon as an instrument of social progress, equipped with the means to raise public taste, and assist in the important task of adult education. The nine member Commission was appointed on 4th April 1963, with N.E. Weerasooriya as its Chairman.

155. **CEYLON.** Commission on Broadcasting and Information
Report. Colombo, Govt. Publications Bureau, 1966. (Sessional paper 12 of 1966). 118p. Sinhalese; 104p. English [IX].

This report of the Commission which was appointed on 1.5.1965 includes recommendations for the improvement of the services of the Ceylon Broadcasting Corporation, the Information Section and the Government Film Unit. The Commission submitted its report to the Governor-General on 15th April 1966.

156. **CEYLON.** Dept. of Broadcasting and Information
Administrative report 1963/64. Colombo, Ceylon Govt. Press, 1965. 30p. Sinhalese, Tamil, English.

The earliest reports of the Department of Broadcasting were issued by the Post Master General and Director of Telegraphs (later Director of Telecommunications) under whose authority the Broadcasting station functioned. These were from 1925-1949. In 1950, after the re-organisation, the Department of Broadcasting assumed its present form as the Ceylon Broadcasting Corporation, and the administration reports were issued by the Director General of Broadcasting (later Director General of Broadcasting and Information) from 1950-1966. There was an administration report covering the year 1967 - May 1970 which is available in mimeographed form. The reports outline the

activities of the Corporation in the fields of broadcasting and up to 1958 were published only in English. From 1958 onwards the reports were issued in three languages — Sinhalese, Tamil and English.

157. **GOODSHIP, F.L.**
Ceylon: establishment of television. Paris, Unesco, 1967. (Unesco serial no. 268).

158. **GOONESEKERA, S. Anura**
Radio listenership behaviour in relation to occupation and urbanisation in Sri Lanka. Colombo, Dept. of Information, 1972. 12p. mimeo.

159. **KOLAMBAGE, D.M.**
Broadcasting and information. Colombo, Hansa Publishers, 1972. 115p. Sinhalese.

The author narrates a short history of the Sri Lanka Broadcasting Corporation and recounts reminiscences of his work at that institution for nearly 50 years.

160. **KULATILAKA, Cyril de Silva ed.**
Sinhala music research. Research bulletin no. 1. Colombo, Sri Lanka Broadcasting Corporation, 1972. 36p. illus. Sinhalese.

This is the report of the music research division of the Sri Lanka Broadcasting Corporation published after 2 years of work involving the recording of folk music in various remote parts of the country.

161. **LISTENER research and monitoring.** In **Ceylon.** Commission on Broadcasting and Information. **Report 1966. Chapt. II. Colombo, Govt. Publications Bureau, 1966. p. 52-53. Sinhalese.**

The report points out the need to know what the listeners think about broadcast programmes. The Commission proposed the appointment of a Listener Research Officer for the functioning of a separate unit for listener research progress.

162. **MARKET Research Company of Ceylon Limited**
C.B.C. Audience Research Survey 1967: conducted by the company for the Ceylon Broadcasting Corporation. Colombo, The Company, December 1967. 16p.

163. **PERERA, P.**
Broadcasting in Ceylon. In **Ceylon today, 8(11), 1961, 6-15.**

164. **ROBINSON, R.L.**
Modern studios for Radio Ceylon. In **New commonwealth, 231, 1952, 68-69.**

165. **TELEVISION.** In **Ceylon.** Commission on Broadcasting and Information. **Report 1966. Chapt. 19. Colombo, Govt. Publications Bureau, 1968. p. 71-75.**

This report points out that postponing the introduction of television in Ceylon indefinitely is not recommended. The report also dealt with the role of television in nation building. In view of the question of costs, the commission decided not to recommend the operation of television in the country at the present time.

WILSON, Alfred Jeyaratnam
The role of the national press and the Ceylon Broadcasting Corporation see 335.

VIII. FILMS

166. **ABEYAGUNAWARDENA, D.S.**
Ceylon: a film-makers paradise. In **Ceylon today, 6(2), Feb 1957, 11-13.**

The British and the Hollywood film producers found in Ceylon a place ideally suited for the making of films.

AMUNUGAMA, Sarath
The cinema as a means of communication in village Sri Lanka see 327.

167. **AMUNUGAMA, Sarath**
Mass media III — the cinema. In **Ceylon,** Ministry of Education and Cultural Affairs, **Education in Ceylon (from the sixth century to the present day). A centenary volume, pt. 3, chapt. 100. Colombo, The Ministry, 1963. English, p. 1229-1236; Sinhalese, p. 1207-1214; Tamil, p. 1406-1416.**

The cinema is an agent of change. On the one hand, it intensifies the desire for a 'good life' among even a non-literate population. On the other hand it can be a constructive force which interests the participation of the people in a sense of national identity and purpose, by making them alive to the reality of the problems they must face and the worth of human efforts, and resilience of spirit. The films which have been produced in Ceylon so far have had a baneful influence on the cultural standards of the country.

168. **ARIYADASA, Edwin**
The Sinhalese film: a wife and five puppets. In **Ceylon observer annual, 1950, 113, 115-116.**

The article describes the stereotypes of characterisation in the seven Sinhalese films made up to 1950, and the threadbare themes, resulting in static photographic versions of the conventional stage-plays. The dangers of the staple idioms and gestures of the South-Indian films, dominating local production, are pointed out.

169. **BOTEJU, Leslie**
Experimental films. In Rupataranga: magazine of the University Film Society (Peradeniya), 1971, 15-18. Sinhalese.

A short article on experimental films based on direct or indirect influence of American experimental films. In his discussion he refers to several short experimental films produced in Sri Lanka namely 'Sature' by Dharmasena Patiraja, 'Minisa saha kaputa' by Senarath Tapa, and 'Gilihunu Mal' by Titus Totawatta.

170. **CEYLON.** Commission of Inquiry into the Film Industry in Ceylon
Report. Colombo, The Govt. Publications Bureau, 1965. 133p. English (Sessional paper 2 of 1965); 162p. Sinhalese.

The report includes the main terms of reference of the Commission (a) the form in which assistance should be given by the Government to the local film industry; (b) adequacy of studio facilities and how best and economically films can be produced, and the future of the Government Film Unit; (c) the relationship between the producer and the distributor; (d) measures to be taken to improve the quality of local films; (e) the encouragement that should be given to script writers, and the training of technicians, actors and actresses; (f) the establishment of a Corporation.

171. **CEYLON.** Dept. of Information. Research Division
State film corporation. Colombo, 1972. 7p. mimeo. (Lanka features).

The paper outlines the history of the film industry in Ceylon since 1903, and its limitations in the hands of the private sector. The entry of the Sinhala film in the 'forties brought a new audience to the cinema and with the growth of the film habit, spread of education and the development of the urban areas, the expansion of the film industry was rapid. But the new venture was threatened by the popularity of the South Indian films, till the local film production improved. The State's entry into the film industry began with the setting up of the Government Film Unit in 1949 with a view to publicise the work of the Government through documentaries and news reels.

172. **CEYLON.** Parliament. Senate
Implementation of recommendations of the Film Commission. In Ceylon. Parliamentary Debates (Hansard). Senate. Official Report. Sixth Parliament 1965-66. Vol. 21, pt. 1, 20th July 1965, cols. 1198; 1965-66, Vol. 22, pt. 2, 8th May 1966, cols. 5169-5171; 21st May 1966, cols. 5686-5728; 21st June 1966, cols. 6094-6109.

As the cinema has an enormous impact as a mass medium that can influence, even control the thoughts and actions of the people as a whole, the danger of Sinhalese culture being wiped out is a possibility. Therefore, the

Government should take steps to implement the recommendations of the Film Commission report published in 1965.

173. **CEYLON.** Parliament. Senate
Local film industry. In **Ceylon. Parliamentary Debates (Hansard).** Senate. **Official Report. Sixth Parliament. 1969. Vol. 27, 21st April 1969, col. 473-484, 486-488.**

The film industry is only 45 years old in Ceylon and the first film was screened in 1930. The industry in this short spell has become a most powerful one with a wide network, national and international, embracing many aspects of life, and also as an art form with the visual image as the medium. The slow development of the local industry is due to the influence of foreign films. It is time the Government steps in and gives the necessary progressive impetus to this most popular industry.

174. **CEYLON.** State Film Corporation
Annual report 1972. Colombo, C.W.E. Printing Depot [printers], 1975. 49p. Sinhalese, Tamil, English.

This is the first annual report since the State Film Corporation Act No. 47 of 1971 became a law on 3rd November 1971 and came into operation by an order published in the Gazette by the Ministry of Information and Broadcasting. The Board had to consider various aspects of film production, distribution, importation and exhibition. The Corporation initiated a specialised cinema to cater to the younger generation and to provide specialised filmfare at reasonable rates. Subsequent annual reports contain similar information.

175. **CEYLON's first art cinema.** In **Ceylon today, 21(3/4), Mar/Apr 1972, 12-17.**

Ceylon's first and only art cinema 'The Tharangai' was opened on the 21st January 1972 in Colombo, sponsored by the Government Information Department. The new cinema is an indication of the Government's desire to foster and encourage taste and understanding of the film medium which has become a major factor in the lives of all sections of the people.

176. **COOREY, Phillip**
The lonely artist: a critical introduction to the films of Lester James Peries. Colombo, Lake House Investments, [1970]. 118p. English, illus.; 154p. Sinhalese, illus.

This is an evaluation of the films of a leading Ceylonese film director. Several of his films have been released commercially in many countries. The Cinematheque Francaise has honoured him. The Museum of Modern Arts in New York honoured him with a retrospective of the seven feature films examined in this book in March 1970. His films have themselves stimulated the growth of a new

film audience in Ceylon with new values. Besides effecting a revolution in the Sinhala cinema, he has also made articulate the distinctive quality of life in his own country, especially as it is lived in personal and family relationships, and interpreted it for his countrymen and for the world. The Sinhalese translation has been done by a wellknown literary critic and short story writer, Edwin Ariyadasa.

177. **DE SILVA, L.O.**
Cinema and the working class. In **Rupatharanga: magazine of the University Film Society (Peradeniya), (1), 1971, 10-14.**

This article shows the cinema in Ceylon, in the last five decades since its birth has been rooted in the social condition of the rural and semi-urban middle classes, and has not reflected the working class milieu and the grim realities of life which exist in its environment.

178. **DE SILVA, L.O.**
The minority audience. In **The film quarterly of the Cinema Sixteen Society of Ceylon, 1(1), May/Jun/Jul, 1963, 42-53.**

This paper points out that the cinema, with its great potentialities for personal artistic expression, is also, according to the tenets of good commercial enterprise, hammered into a set of neat formulae for corporate production and mass consumption. The cinema in the classroom is a visual aid to education.

179. **DE SILVA, R.L.**
On the art of screen play writing. In **Rupatharanga: magazine of the University Film Society (Peradeniya), (1), 1971, 29-31.**

This is a discussion of the problems of a screen-play writer with special reference to translating novels to screen-plays.

180. **FILM Corporation Bill Tabled.** In **Ceylon today, 19(11/12), Nov/Dec 1970, 40.**

This is a brief account of the tabling of the bill to establish a Film Corporation with an initial capital of Rs. 10,000,000 on 8th December 1970. The bill was presented by Mr. R.S. Perera, Minister of Information and Broadcasting.

181. **GOVERNMENT Film Unit.** In **Ceylon.** Commission on Broadcasting and Information. **Report 1966. Chapt. 21. Colombo, Govt. Publications Bureau, 1966. p. 79-83. Sinhalese.**

The result of this critical evaluation of the activities of the Government Film Unit in the first seventeen years of its existence, shows no clear policy and, therefore, no firm objectives in film-making. It recommends a positive aim

in publicising the schemes and projects of the Government and its various Departments.

182. **GUNASINGHE, Siri**
Criticism of films. In **Rupatharanga: magazine of the University Film Society (Peradeniya), (1), 1971, 6-10. Sinhalese.**

The author maintains that although it can be easily compared with any other medium of art, the film is more complex in its character, and hence its criticism also has to be reviewed in a special category.

183. **GUNASINGHE, Siri**
The Sinhala cinema. In **Ceylon today, 17(2/4), Feb/Apr 1968, 94-99.**

The function of the Sinhala cinema has been to provide entertainment to a non-discriminatory audience that demanded no more than three hours of doubtful relaxation says the author tracing the development of the Sinhala cinema. The audience who went to the cinema were those who did not want to observe the technicalities of the film, but were delighted to hear the Sinhalese language spoken on the screen.

184. **JAYATILAKA, Amaranath**
Reflections on cinema. Colombo, Ratnavali Publishers, 1969. 20p. Sinhalese.

This is a critique on Sinhala films written by a well-known film critic, and film director.

185. **JAYATILAKA, Amaranath**
Study of films. Colombo, [Gunaratna & Co.], 1969. 80p. Sinhalese.

This is a brief study of films and filming by a well-known Ceylonese director-writer.

186. **MANNAPPERUMA, Dampriya**
About cinema associations... In **Rupatharanga: magazine of the University Film Society (Peradeniya), (1), 1971, 19-20.**

This is a short article dealing with the purposes of cinema associations with special reference to Sri Lanka.

187. **NIHALSINGHE, D.B.**
The 16 mm film in Ceylon. In **The bulletin of the University Film Society (Peradeniya), 1(3), Sep 1959, 4-5.**

The paper suggests that recent developments in 16 mm equipment make it possible to exploit the more economic possibilities of this size for mass communication in education, as well as for bringing cinema to the door-steps of people.

188. **PERERA, Cyril**
Cinema as a medium of self-expression. In The film quarterly of the Cinema Sixteen Society of Ceylon, 1(1), May/Jun/Jul, 1963, 15-19.

189. **PERERA, Neil I.**
Lester James Peries, interview by Neil I. Perera. In The film quarterly of the Cinema Sixteen Society of Ceylon, 1(1), May/Jun/Jul, 1963, 33-36.

The author is a journalist and a film critic. He is a Secretary of the Cinema Sixteen Society. Lester James Peries is Ceylon's outstanding film-maker and is the director of many Sinhala films hailed here and abroad as significant contributions to the cinema. To Peries, cinema is a medium of self-expression, and he reveals his attitude to his favourite art form.

190. **PERERA, R.S.**
Speech by the Hon. R.S. Perera, Minister of Information and Broadcasting at the inauguration of the Festival of Silent Films, Colombo, on 10.10.1970. 3p. mimeo. In Silent films... Colombo, 1970.

This festival of Silent films was held in Colombo to celebrate the 75 years of the Film World and the speaker outlines the main function of the silent film as entertainment and educational in its outlook.

191. **PERIES, Lester James**
Direction of films. In Rupatharanga: magazine of the University Film Society (Peradeniya), (1), 1971, 2-5. Sinhalese.

This report contains the observations on the responsibilities of a film director written by the wellknown film director in Sri Lanka. The writer concludes that the qualities of an artist, a technician, a composer and a psychologist can be observed in a good film director.

192. **PERIES, Lester James**
The need for a National Film Archive. In Journal of the Arts Council of Ceylon (Colombo), (1), Dec 1958, 11-13.

The noted film director discusses the importance of preserving pioneer Sinhala films for historical and sociological reasons, and in the national interest.

193. **SIVAGNANASUNDERAM, S.**
Tamil films in Ceylon. Jaffna, Anbu Booksellers, 1969. 19p. Tamil.

The author comments that the Tamil films produced in South India and imported into Ceylon do not reflect the culture of the land of its origin. They are dominated by Western influence unrealistic to Ceylon's culture and therefore, detrimental to its values and tradition. He therefore, suggests the necessity to produce locally Tamil films which

would reflect the cultural and traditional background of Ceylon's society.

194. **SWADESHIYA Citrapati Arakshaka Mandalaya**
A memorandum presented to the Minister of Information and Broadcasting outlining the steps that should be taken to improve the local films industry. Colombo, Sumitta Amarasinghe, 1970. 51p. Sinhalese.

This is a joint memorandum by four societies of employees in the local film industry, forming an Association for the Protection of Sinhalese Films.

195. **TWENTY years of the Government Film Unit. In Ceylon today, 17(8/9), Aug/Sep, 1968, 22-27.**

This is a historical account of the Government Film Unit from 1948 when it was first established in Ceylon and its contribution to society in arousing enlightened public opinion, keeping the masses informed of the development schemes that had been launched, and instructing and educating the people on various aspects of life in a democratic state.

196. **WICKRAMASINGHE, Martin**
Sinhalese cinema and novels. In Rupatharanga: magazine of the University Film Society (Peradeniya), (1), 1971, 35-39. Sinhalese.

Wickramasinghe, the wellknown novelist, art and literary critic of Sri Lanka discusses and enumerates seven obvious difficulties that are obstacles in the path of the development of films in Sri Lanka.

197. **ZILS, Paul**
The documentary film: its use in Ceylon. In Ceylon today, 18(3/4), Mar/Apr, 1969, 31-34.

This article points out that documentary films are needed badly in the process of building a modern state. They are known as the most powerful instrument of propaganda and instruction and have grown into the medium of enlightenment and inspiration that they are meant to be. Documentary and specialised films can and should make an immense contribution in the process of Ceylon's dynamic development.

IX. AUDIO-VISUAL MEDIA

198. **DE SILVA, C.R.**
Audio-visual aids in Ceylon. Background paper presented at the Regional workshop in Audio-visual aids held in Tokyo, June 1-4, 1965 organised by International Co-operative Alliance and Institute for the Development

of Agricultural Cooperation in Asia (Tokyo), 10p. mimeo.

The paper discusses the use of audio-visual techniques in cooperative education and training.

X. TRADITIONAL MEDIA

199. **DE SILVA, W. Arthur**
The popular poetry of the Sinhalese. In **Journal of the Royal Asiatic Society (Ceylon Branch), 24(68), Pt. 1, 1915-16, 27-66.**

This article describes and discusses the value of folk song and story telling in the village culture.

200. **GOONATILLEKA, M.H.**
The rural theatre and social satire of Sri Lanka. Colombo, Ceylon Tourist Board, Cultural Tourism Project, 1976. 13p. illus.

This is a descriptive analysis of Kolam and Sokari the two main styles of folk drama in Sri Lanka.

201. **GUNAWARDENA, A.J.**
Theatre as a medium of communications. In **Indian Ocean Regional Communication Training Workshop,** Colombo, 1973. **[Papers]. Colombo, Indian Ocean Regional Council/IPPF, 1973. 3p. mimeo.**

The author refers to two types of theatre — the conventional theatre restricted to the permanent stage and the building, and the popular stage that could go anywhere in search of audiences. Whether conventional or popular, modern theatre, like film, portrays social issues and then suggests the remedy. The theatre, in the author's opinion, despite its inherent drawbacks, could very effectively inform, legitimise, and add credibility to the concept of a small family norm.

202. **GUNAWARDENA, A.J.**
Theatre in Sri Lanka. Colombo, Dept. of Cultural Affairs, 1976. 36p. illus.

This is a basic introduction to Sinhala theatre. In the rural areas age old ritualistic theatres are performed to promote the welfare of the community and to treat the sick. In between are various folk theatres for entertainment springing from a predominantly agricultural way of life.

203. **GUNAWARDENA, Trelicia**
Folk theatre in family planning communication. Inter-Regional Seminar-cum-Workshop on the Integrated Use of Folk Media and Mass Media in Family Planning Communication Programmes. New Delhi, Unesco, 1974. 4fr. microfiche.

The capabilities and limitations of folk theatre as a vehicle for family planning communication are discussed. The author suggests that an investigation into such a use of folk theatre must take into consideration two important aspects: 1. folk theatre is a product of the community, and 2. folk theatre is structurally different from urban theatre. The author's experience in the production of a weekly population education radio programme in Sri Lanka is described to illustrate these comments.

204. **JAYAWARDENA, Bandula**
On tapping of folk media resources for rural communication. In Indian Ocean Regional Communication Training Workshop, Colombo, Indian Ocean Regional Council/ IPPF, 1973. [Papers]. Colombo, 1973. 6p. mimeo.

The writer examines the possibilities of combining the family planning message with the folk media. He discusses the possibilities of using 1. folk entertainments, 2. institutions of the folk religion, such as pageants, festivals and rituals; and 3. folklore or folk literature in carrying the message of family planning to the masses. However, he argues that the use of the folk media may react adversely on both the message and the art media, and therefore, advises caution in employing this means.

205. **KEUNEMAN, Herbert**
Traditional drums of Ceylon. In Arts of Asia (Hong Kong), 3(2), Mar/Apr 1973, 28-33.

A meticulous description of the existing varieties of the Sinhala drum — the organic complement of dance, as well as an inalienable part of religious rite, magical ceremony and traditional observance. The beating of drums (tom-toms) and pealing of temple bells were the earliest mode of communication, where word of mouth was employed.

206. **KULATILLAKE, Cyril de Silva**
"Samudraghosha" metre and the "Seepada styles" of singing in Lanka. In Mitteilungen der Deutschen Gesellschaft fur Musik des Orients (Berlin), 13, 1974-75, 39-55.

The great popularity of this metre in the field of folk song or "Seepada" — the songs serving the sole purpose of communication in folk culture is discussed in this paper.

207. **SARATHCHANDRA, E.R.**
The Sinhalese folk-play and the modern stage. 2d ed. Colombo, Ceylon University Press Board, 1953. [10]+ 139p. illus. Also published by Colombo, Dept. of Cultural Affairs, Government of Ceylon, 1966. 180p. illus.

This book is the first and only detailed study of the evolution of the Sinhalese drama published so far, where its origins were traced to the folk religious roots in village communities, wherein they performed a didactic role.

208. **TILAKASIRI, Jayadeva**
The puppet show. In **Arts of Asia (Hong Kong), 3(1), Jan/Feb 1973, 37-41.**

In its primitive phase this popular theatrical tradition was also employed in an educational capacity.

209. **TILAKASIRI, Jayadeva**
Puppetry in Ceylon. Colombo, Dept. of Cultural Affairs, Govt. of Ceylon, 1961. 26p. illus. (Arts of Ceylon — no. 1); Puppetry in Sri Lanka, rev. 2d ed. Colombo, Dept. of Cultural Affairs, Govt of Ceylon, 1976. 29p. illus. (The Culture of Sri Lanka — 4).

String puppetry, called rukada has been the vogue from the earliest times as a form of popular entertainment, which also had a functional value in imparting knowledge of history, culture, religion and everyday life.

210. **VITHIANANTHAN, S.**
A study of two types of folk drama peculiar to the Tamils of Ceylon. In **Proceedings of the International Conference Seminar of Tamil Studies, 2nd, Madras, 1968, v. 2 (1971), 457-462.**

The paper analyses the salient features in a popular theatre meant to instruct as well as to entertain.

XI. NEWS AGENCIES

211. **CEYLON.** Parliament. Senate
Independent foreign news service. In **Ceylon Parliamentary Debates (Hansard).** Senate. **Official report. 1st Parliament of Ceylon, 4th session 1950-51, Vol. 4, 20 Feb 1951, cols. p. 1273-1297.**

XII. LAW OF MASS COMMUNICATION

212. **BOGSCH, Arpad**
Copyright situation in South Asia. In **Journal of the Ceylon Library Association, 1(2), Jul/Dec, 1962, 28-31.**

The author deals in this article with certain aspects of the copyright situation for countries of South Asia, viz. Burma, Ceylon, India and Pakistan. The copyright law needs revision for two reasons: (1) Bringing up-to-date the Law as far as modern means of diffusion are concerned; (2) Bringing the law in line with the special needs existing

in each of the four countries. The article is reprinted from the Unesco Information Bulletin on Reading Materials, Karachi, April 1962.

213. **CEYLON. Ceylon Broadcasting Act No. 37 of 1966. Colombo, Govt. Publications Bureau, 1966. 16p.**

The Constitution, powers and duties of the Ceylon Broadcasting Corporation Act were set out in this Act, the date of assent being November 15, 1966. The Bill was first presented to the House of Representatives on September 26, 1966. In general the objects and functions were to carry on a broadcasting service within Ceylon and from time develop, extend and inform that service in the public interest, to exercise supervision and control over programmes, broadcast by the Corporation, to advise the Minister in respect of matters relating to broadcasting, to exercise and perform such powers and duties in relation to broadcasting as are conferred or imposed on it by or under this Act.

214. CEYLON. Laws, statutes, etc.
The copyright ordinance. Colombo, The Govt. Publications Bureau, 1956. 6p. In Subsidiary Legislation of General Application under the Legislative Enactments of Ceylon; compiled by L.H.R. Peiris, assisted by P.N.K. Rodrigo. v. 3, Chapt. 154, 53-58.

215. CEYLON. Laws, statutes, etc.
Copyright ordinance. Colombo, The Govt. Publications Bureau, 1965. 4p. Sinhalese. A translation of item no. 214.

216. CEYLON. Laws, statutes, etc.
An Ordinance to regulate the printing and publication of books and to provide for the preservation of copies of books and for the registration of particulars relating thereto. Ordinance No. 1 of 1885 [amended] by Act No. 28 of 1951. In Legislative Enactments of Ceylon. Rev. ed. v. 6, Chapt. 179. Colombo, The Govt. Publications Bureau, 1958, p. 740-744.

217. CEYLON. Laws, statutes, etc.
An Ordinance to regulate the printing and publishing of newspapers in Ceylon. Ordinance No. 5 of 1839 [amended] by Act No. 18 of 1951. In Legislative Enactments of Ceylon. Rev. ed. v. 6, Chapt. 180. Colombo, The Govt. Publications Bureau, 1958. p. 745-752.

218. **CEYLON. State film Corporation Act No. 47 of 1971. Colombo, Dept. of Govt. Printing, 1971. 26p.**

The constitution, powers and duties, etc., of the State Film Corporation are set out in this Act. The bill was first presented to the House of Representatives on 21 October 1971. In general the objects and functions were to promote, encourage and develop the film industry in terms of government policy. The publication of film journals

and magazines and the conduct of market research on films in Ceylon are two aims in line with the demands of mass communication.

219. **CEYLON.** Treaties with U.S.A., 1951
Exchange of notes between the Government of Ceylon and the Government of the United States concerning the extension of the facilities agreed to under the treaty series No. 3 (1951), for broadcast of Voice of America programme over Radio Ceylon. Colombo, Govt. Publications Bureau [1966]. 11p. Sinhalese, Tamil, English.

220. **GREAT BRITAIN.** Post Master General
Broadcasting from Ceylon: copy of the agreement dated 8th June 1950 between His Majesty's Post Master General and the British Broadcasting Corporation. London, H.M.S.C., 1950. 8p. (command paper 7974).

221. **SRI LANKA.** Laws, statutes, etc.
Associated newspapers of Ceylon Ltd. (Special Provisions) Law No. 28 of 1973, certified on 19th July 1973. Colombo, The Govt. Publications Bureau, 1973. Sinhalese, p. 11; English, p. 13.

This is a significant piece of legislation to change the status of the company carrying on business under the name of the Associated Newspapers of Ceylon Ltd., and to provide for the re-distribution of the body responsible for the management and administration of the business and affairs of such company, and for matters connected therewith or incidental thereto.

222. **SRI LANKA.** Laws, statutes, etc.
Sri Lanka Press Council Law No. 5 of 1973, certified on 27th February 1973. Colombo, The Govt. Publications Bureau, 1973. 15p. Sinhalese. 15p. English.

A legislation to provide not only for the appointment of a Sri Lanka Press Council which will regulate and tender advice on matters relating to the press in Sri Lanka but also for the investigation of offences relating to the printing or publication of certain matters in newspapers, and for matters connected therewith or incidental thereto.

223. **SRI LANKA.** National State Assembly
A Bill to amend the Newspaper Ordinance. Presented by the Minister of Cultural Affairs on November 28, 1975. Colombo, Govt. Publications Bureau, 1975. 2p. (Bill no. 186).

The Printers and Publishers Ordinance which came into operation on 1st April 1885 provided for the systematic collection and recording of all books printed or lithographed in Ceylon. The responsibility of the collection of materials under this Ordinance was vested in the Registrar, Books and Newspapers who was also the Government Archivist. One of the basic requirements of this Ordinance is the compilation of "A Catalogue of books printed in Ceylon"

using the materials received under this Ordinance. These materials were received from the individual printers, and three copies had to be provided under the original Ordinance of 1885, one being retained at the Archives, and the other two being sent to the Colombo Museum Library and the British Museum Library. By the amendment of 1951, a fourth copy was added which was sent to the University of Ceylon Library in Peradeniya. The amendment of 1975 added a fifth copy which was sent to the Ceylon National Library Services Board for purposes of compiling the Sri Lanka National Bibliography and the collections of the future National Library.

224. **SRI LANKA.** National State Assembly
A Bill to amend the Printers and Publishers Ordinance. Presented by the Minister of Cultural Affairs on November 28, 1975. Colombo, Govt. Publications Bureau, 1975. 2p. (Bill No. 187).

The Ordinance provides for the proper registration and deposit of all newspapers published in Ceylon. It is made essential for the publishers of newspapers to make a declaration before a district judge giving vital information about his publication. It is also made essential for the publishers to supply one copy of every newspaper and of every second or other edition or impression of such newspaper to the Registrar of Books and Newspapers. With the amending Ordinance of 1975, a second copy was added which was sent to the Ceylon National Library Services Board, for the collection of a future National Library.

225. **SRI LANKA.** National State Assembly
National State Assembly. Debates. Extract from Official Report of Thursday, 7th December 1972. Announcement: Sri Lanka Press Council Bill. Colombo, Govt. Press, [1972]. 14p. Sinhalese, Tamil, English.

An announcement regarding the Sri Lanka Press Council Bill made by the Speaker, National State Assembly, on 7.12.1972.

226. **SRI LANKA. Press Council Law.** In **Vidura (India) 10(2), Apr 1973, 101-103; 111.**

A brief review of the Press Council Law of Sri Lanka.

XIII. COMMUNICATION IN DEVELOPMENT

227. **ABEYSEKARA, Kirti**
The role of mass media. In **Narcotics and drug abuse problems. Report of a meeting sponsored by the Sri Lanka Police Narcotics Bureau and the Colombo Plan Bureau, 18 and 19 October 1973. Colombo, Colombo Plan Bureau, 1974. p. 117-122.**

A discussion on the role of newspapers as an effective organ of mass media with special reference to fighting against the drug habit.

228. **AMUNUGAMA, Sarath**
Communications and the rise of modern Sinhalese nationalism. Saskatchewan, The University, Regina Campus, 1973. iii[4]+323p.

Examines the role of communications as a crucial factor in the development of modern Sinhalese nationalism in the period 1873-1915. The works of three major propegandists — Anagarika Dharmapala, Piyadasa Sirisena, and John de Silva — who spear-headed the nationalist revivalist movements are investigated in detail. The consequent transformation of traditional Sinhalese society arising from the conflict of ideology between a rising native capitalist, bourgeoise class and colonial economic interest is studied within the framework of Daniel Lerner's theory of modernisation as described in The Passing of Traditional Society (1958).

229. **AMUNUGAMA, Sarath**
Mass media and public health: myths and realities. Colombo, Dept. of Information, 1972. 11p. mimeo (Sri Lanka. Background briefing).

This is the text of a paper, contributed to the Inter-Country Workshop on Development of Health Education Media with particular reference to Family Health, held in New Delhi, in October 1971, under the sponsorship of the WHO's Regional Office for South East Asia. The author examines the role of Mass Media in Extension Programming of Developing Countries, i.e. attempts made by a National Centre to communicate information to a large mass of people regarding areas of activity which affect their styles and standards of living. The paper is reprinted for the Amic sponsored Seminar on Communication, Teaching and Training held in Colombo in 1972.

230. **AMUNUGAMA, Sarath**
Sociological aspects in family planning communication and motivation in Sri Lanka. Seminar for communication personnel on population issues, 22nd-24th April 1974 jointly sponsored by Ministry of Information and Unesco. Colombo, [1974]. 4p. mimeo.

231. **AMUNUGAMA, Sarath**
Sociological factors in family planning publicity. In **Sri Lanka today, 23(3), Jul/Sep, 1974, 11-18.**

Analyses some of the sociological factors which impinge on a centrally directed government programme to induce social change in relation to a specific area of family planning.

232. **ARIS, H. Davut**
Farm and extension records. Peradeniya, UNDP/FAO

Agricultural Divisification Project, 1977. iv. (various pagings) illus.

The publication which aims to systematise and standardise the supervision and documenting of extension work consists of six farm and extension records providing samples of field operations, reporting and progress control instruments.

233. **ARIS, H. Davut**
Guide to agricultural extension in Sri Lanka. Peradeniya, Ministry of Plantation Industries, 1976. [2]+4+6+87+8+8p. [Training handbook no. 2].

Designed for use at the proposed Catchment Development Training Centre by a F.A.O. Extension Specialist, this manual covers many aspects of extension activities: scope of extension, qualities and qualifications of extension workers, communication aspects of extension, indentification of problems, diffusion of knowledge, evaluation of results, youth programme, home economics, etc.

234. **ARIS, H. Davut**
Some terms used in extension and agricultural teaching. Peradeniya, UNDP/FAO Agricultural Diversification Project, Ministry of Plantation Industries, 1976. [3]+29p. (Training handbook no. 3).

Outlines some basic terms used in extension and agricultural teaching both of farmers and staff and is intended to complement the second training handbook.

235. **ASIANA: a country model. 32p. In Indian Ocean Regional Communications Training Workshop, Colombo, Indian Ocean Regional Council/IPPF, 1973. [Papers]. Colombo, 1973.**

The paper deals with the workshop for setting up a framework for a programme of effective communication for its execution through an integrated family planning communication system.

236. **ASPLUND, Jan**
Det Svenska familje planerings projektet pa Ceylon. [The Swedish family planning project in Ceylon]. In Svenska Lakartidningen (Stockholm), 58(12), Mar 24, 1961, 809-822. English summary.

A description of the activities and results of a technical assistance project conducted under a bilateral agreement between Sweden and Ceylon during 1958-1961. The pilot projects consisted of three lowland villages with a Sinhala Buddhist population, and one large tea estate in the hills with a Tamil-Hindu labour force.

237. **BANSIL, P.C.**
Agricultural extension, research and education. In His Ceylon agriculture: a perspective. Delhi, Dhanapet Rai & Sons, 1971. Chapt. 9. p. 105-122.

Responsibility for agricultural extension in Ceylon has been diffused over a series of Departments responsible for specific aspects of agricultural development. The official responsibility for extension lies with the Deputy Director (Extension), who is responsible to the Director of Agriculture. This officer is concerned not only with teaching and securing adoption of a particular improved practice, but with changing the outlook of the farmer to the point where he will be receptive to, and on his own initiative continuously seek means of improving his farm business and home. The author in this chapter, outlines the role of extension work under the following heads: 1. Present position in Ceylon; 2. Recent improvements; 3. Deficiencies; 4. Role of cultivation committees; 5. Agricultural research; 6. Education and training.

238. **CEYLON.** Agrarian Research and Training Institute
A synopsis of the first course on agrarian structure and development to mark the incorporation and inauguration of the Institute on February 21, 1972. 2+2+64p. (Publications of the Agricultural Research and Training Institute, v. 1 no. 1).

The publication presents a synopsis of the talks given, and an idea of the role and area of the work of the Institute.

239. **CEYLON.** Dept. of Agriculture
Draft agricultural development plan 1976-1977. Agriculture research education extension and training, n.d. [75]p. illus.

A special attempt to pull together research extension education and training as an integrated area of work in the perspectives of a seven-year period of agricultural development.

240. **CEYLON.** Dept. of Agriculture. Agricultural Information Division
How to boost the yield of manioc and sweet potato. Colombo, The Agricultural Information Division, 1973. 6p. Sinhalese, Tamil and English.

This is one example of the propaganda leaflets issued by the Department of Agriculture in support of its extension activities. Similar leaflets are available for a wide range and variety of other crops and products. The work of the Agricultural Extension Office is supplemented by such printed literature in the three languages which is designed to promote and spread more efficient practice of growing agricultural crops.

241. **CEYLON.** Dept. of Agriculture. Education, Training and Information Division
Training in agriculture for farmers, youths, farm women, farmers' organisations, extension personnel, officials of other departments and organisations involved in agriculture. Peradeniya, 1977. 6p. mimeo.

This pamphlet sets out the scheme of services available in the Department of Agriculture for supporting agricultural and farming activities in the country. Courses of training are listed and the varieties of extension work and publicity offered by the Information Division are enumerated. Radio broadcasts are one device employed.

242. **CEYLON.** Family Planning Society
Ten years of family planning in Ceylon, 1953-1963. Colombo, The Society, 1964. 45p. Illus. Tamil.

243. **CHINNATAMBY, Siva**
21 today. In **Souvenir of the 21st Anniversary of the Family Planning Association of Sri Lanka, 1974.** p. 29-30.

This document evaluates the methods used by the Family Planning Association in promoting family planning in the last 21 years.

244. **DE FONTGALLAND, Guy**
Towards a development communication strategy. 11p. mimeo.

This talk at the Ceylon Academy of Administrative Studies, Colombo, 21 August, 1974 points out problems in creating a development communication strategy and motivating people to work for their own betterment in Sri Lanka.

245. **DE MEL, W.L.P.**
Family planning programmes for workers. In **Report of a Seminar on Population Problems held for Representatives of the Mass Media, 22-24 April 1974, Colombo. (Bangkok, 1974).** p. 10-13.

246. **DE MEL, W.L.P.**
Workers' population education in the national programme. In **National Labour Management Seminar on Population and Family Planning,** Colombo, 1973. **Report, Colombo, 1973.** p. 49-52.

This paper points out that one of the solutions to the economic problems of our country today is family planning. In that direction, he outlines the national programme from 1959 to-date, and emphasises that facilities for family planning should be made available to all groups of the population and not be confined to the priviledged sections of the society. The working class can be drawn in to participate actively in family planning programmes and the message of family planning could be taken to the homes of individual workers through leaders at different levels in whom workers have confidence. The Department of Labour has evolved programmes to make workers at different levels interested in family planning and population policies. As workers population education is a new area of activity in this country, it requires the support and encouragement at all levels of the trade union movement.

247. **DE SILVA, P.A.C.**
Role of the hospital doctor and the general practitioner in communication in family planning in Sri Lanka and other developing countries. 4p. In Indian Ocean Regional Communications Training Workshop, Colombo, 1973. [Papers]. Colombo, Indian Ocean Regional Council, IPPF, 1973. mimeo.

The author who is a Medical Officer of Health in Sri Lanka is of the opinion that if the entire medical profession were to make concerted efforts to control the 'epidemic' of population explosion, there is no doubt that the developing countries will make headway within a period of 2-5 years. However, motivation of the medical profession for family planning appears to be a bigger problem than the control of population explosion.

248. **DISSANAYAKE, Wimal**
Radio implications for developing communications programme in family planning. In Seminar on Village in Transition; some implications for a communication strategy, Colombo, 1975. [Papers]. Colombo, 1975. 10p. mimeo.

The paper outlines the importance of radio as a powerful communication tool for development with particular reference to its use in family planning in Sri Lanka. It lists the general advantages and the weaknesses of radio as a medium of public communication. It also discusses the objectives of family planning communication and suggests ways in which radio can be best utilised for family planning communications programme.

249. **FERNANDO, A. Denis N.**
Popular science in Sinhala. In Marga Institute. Lectures on "Translation Programme". 1973. 8p. bibl.

In trying to answer two questions, for whom are we trying to popularise science, and to what type of audience is this directed, the author comes to the conclusion that to have an impact on the greater part of the population, it is the Sinhala speaking rural sector and the Sinhala speaking urban sector which would have to be catered to first and the language will necessarily have to be Sinhalese. Their interests could be met through the traditional media of mass communication. The scientist also should come down to the level of the recipient (the villager) and communicate to him either in Sinhalese, Tamil or English.

250. **FERNANDO, E.C.**
Population and family planning. In National Labour Management Seminar on Population and Family Planning, Colombo, 1973. Report. Colombo, 1973. p. 45-48.

The speaker elaborates on the steps the FPAC (Family Planning Association Council) have taken to arrest population growth and the measure of success. The use of

mass media to teach the message of family planning has not met with total success, as it is remote. It could inform but can seldom persuade — unless it is done on a scale still beyond most family planning mass media budgets. Therefore, packages of motivational material — each geared to the interests and attitudes of a specific category of the public, and also to provoke as much audience participation as possible — are being devised.

251. **FERNANDO, E.C.**
Reminiscences — men and matters. In **Souvenir of the 21st anniversary of the Family Planning Association of Sri Lanka, 1974. Colombo, Family Planning Association of Sri Lanka, 1974. p. 25-27.**

The article deals with the history of the family planning association of Sri Lanka pin-pointing the publicity work done in the last 20 years.

252. **FERNANDO, H.A. Quintus**
Family planning communication programme in Sri Lanka. New Delhi, Indian Institute of Mass Communication, 1974. 62p. mimeo.

The author gives a review of the family planning programmes and the present communication structure in Sri Lanka. After reviewing the various aspects of the problem, broad suggestions for effective media utilisation on family planning in Sri Lanka are provided.

253. **FERNANDO, L.V.R.**
The employers' role in the context of the national population programme. In **National Labour Management Seminar on Population and Family Planning,** Colombo, **1973. Report. Colombo, 1973. p. 36-41.**

This address details what the employers could and should do, and then illustrates these points with examples of what various employer groups have done so far and are doing at present in the area of propaganda.

254. **FREEDOM from Hunger Campaign Committee**
Freedom from hunger week. In **Ceylon today, 12(3), Mar 1963, 15-18.**

The plan which would be worked out between the National Freedom from Hunger Campaign Committee and the appropriate Governmental departments, aims to use community development staff, located in the villages to activate the farmers through village councils, rural development societies, and similar bodies to undertake specific practical programmes using, as far as possible, only human labour and local resources on a volunteer or shramadana basis.

255. **GOLDEN, William P. Jr.**
Sri Lanka's agricultural extension service. In **Strategies for Agricultural Education Conference, Lake Come (Italy), 1974. [working papers]. New York. The Rockefeller Foundation, 1974. p. 238-274. illus.**

The conference was held at the Foundation's Bellagio Study and Conference Centre, Lake Come, Italy, March 11, through March 15, 1974. In the contents page this paper is titled "Sri Lanka: rice extension programs", though the discussion ranges over other feed crops as well.

256. **GOONASEKERA, S. Anura**
Application of media research to a family planning communication programme. 5p. mimeo. In Indian Ocean Regional Communications Training Workshop, Colombo, 1973. [Papers]. Colombo, Indian Ocean Regional Council/IPPF, 1973.

The paper deals with common sense and research in a family planning and communication programme; application of communication research; research methodology; importance of audience; and media consumption.

257. **GOONASEKERA, S. Anura**
The role of communication in population and family planning. Seminar for Communication Personnel on Population issues 22nd-24th April 1974, jointly sponsored by the Ministry of Information and Unesco, 1974. 5p.

258. **GOONATILAKE, Susantha**
Knowledge of social structures and the social structure of knowledge (problems of social research in a developing country). In Seminar on Village in Transition; Some Implications for a Communication Strategy, Colombo, 1975. [Papers]. Colombo, 1975. 18p. mimeo.

This examines the social structures which act as impediments to social research in developing countries, with particular reference to Sri Lanka. The continuing dependency of the former colonial territories on the West as the fountain-head of social knowledge results in an incomplete transmission of knowledge.

259. **GOONETILEKE, Henry Alfred Ian**
Scientific and technical documentation in Sri Lanka (Ceylon); prolegomena to co-operation and co-ordination. 31p. mimeo. In Amic Regional Seminar on Information, Storage, Retrieval and Dissemination, Bangkok, 1973. [Papers]. Singapore, Asian Mass Communication Research and Information Centre, 1973. See no. 260.

260. **GOONETILEKE, Henry Alfred Ian**
Scientific documentation in Sri Lanka (Ceylon); prolegomena to co-operation and co-ordination. In International library review (London), 6(2), Mar 1974, 124-145.

After assessing the role of documentation in the developmental process in developing countries, the writer, who is Librarian, University of Ceylon, Peradeniya, discusses the present status of scientific documentation in Sri Lanka,

and the current moves to establish the proper institutions for co-ordinating, organising and controlling the flow of documentation in the fields of the sciences and social sciences. Three appendices are suffixed to the article, which provide information on the various Ceylonese libraries, institutions and corporations, likely to benefit from such a scheme, as well as a basic list of reference aids in the field of scientific documentation in Sri Lanka. This is a revised and shortened version of the paper submitted to the Amic Bangkok Seminar in 1973 listed at item no. 259.

261. **GUNASEKERA, Anton**
Communications in population programmes. In **Report of a Seminar on Population Problems held for Representatives of the Mass Media, Colombo. 22-24 April 1974. Bangkok, 1974. p. 14-17.**

262. **GUNASEKERA, Anton**
The criteria for effective communication. 4p. mimeo. In Indian Ocean Regional Communication Training Workshop, Colombo, 1973. [Papers]. Colombo, Indian Ocean Regional Council/IPPF, 1973.

This paper outlines information, social approval, legitimisation, sensitivity, positive attitudes, self-refusal and competence as stages in this adoption of family planning. It also consists of paradigm of criteria for effective communication and the variables like socio-economic factors, motivation of larger groups, use of media, expansion of communication within the programmes, selection and training of personnel, and research and evaluation.

263. **GUNASEKERA, Leel**
Country's development and the writer. In **Kalapuvat, v. 8, 1974. Colombo, Dept. of Cultural Affairs. 6p. Sinhalese.**

The author tries to show the role of the writer in the cultural and economic development in the country.

264. **GURUGE, D.T.L.**
How best could radio spearhead population and family planning awareness among the peasantry. 5p. mimeo. In Indian Ocean Regional Communications Training Workshop, Colombo, 1973. [Papers]. Colombo, Indian Ocean Regional Council/IPPF, 1973.

The author stresses that radio had an advantage over the newspapers in that it was immediate and personal. Rather than only reading what opinion leaders wrote, people could actually hear the speaker and this enhanced the credibility of the message. Personal interviews and general talks could be used for the purpose. He gives a variety of other suggestions such as radio plays, and discussions and points out that there is a wide range of family planning ideas which could be incorporated into radio features.

265. **HANDBOOK for the Ceylon Farmer; by 'Agricola' [Colombo, Studio Times], 1965. [10]+248p. illus.**

Sponsored by the Freedom from Hunger Foundation of Ceylon the handbook aims to spread information on the latest developments in the wider fields of crop and animal husbandry, and to appraise the home gardener or full-time farmer of the numerous facilities provided by the Government to boost agriculture. Data on various agricultural activities is presented in capsule form in this handy guide.

266. **HEWAGE, L.G.**
Community education for university: being the report of a pilot project in continuing education, sponsored by the Unesco National Commission of Ceylon. Gangodawila (Nugegoda), Unesco Vidyodaya Community Educational Service, 1971. 42p.

This report which was published by Unesco Vidyodaya Community Education Service to celebrate the 25th anniversary of Unesco points out that education may be considered as the major project in which community development would form one essential part as is done by the Swedish movement in Ceylon.

267. **INTERNATIONAL Planned Parenthood Federation, Colombo.**
Indian Ocean Regional Communications Training Workshop, co-sponsored by the Colombo Plan Bureau held at the Bandaranaike Memorial International Conference Hall, from July 2nd-12th, 1973. Colombo, 1973.

An extensive report on how basic communication methods such as radio, film, theatre, and folk media could be effectively used in propagating family planning ideas among the masses.

268. **INTERNATIONAL Planned Parenthood Federation,** Colombo.
Preethi: a social marketing programme for the advancement of family planning. Colombo, Population Services International, 1974. 97p. illus.

The Preethi social marketing programme, is an IPPF work project operated by Population Services International in the Republic of Sri Lanka. Preethi, which means "happiness" is the brand name chosen for a condom. In order to create a demand for Preethi all the available communication media are used. Advertisements in the press are backed up by bus-cards, cinema slides, displays inside the shops, shop-identification signs, and inter-personal education. Target participants are invited to write to Box 4, Colombo, in order to receive free samples, free information, and to purchase Preethi. The invitations take the form of newspaper advertisements, radio-spots, bus-cards, and leaflets handed out personally.

269. **JAYAWEERA, Neville**
Mass media and development: potentials and perils. 3p. mimeo. In International Broadcasting Institute newsletter (London), Winter, 1970.

The article discusses why development is not only a function of investment and productivity, but also of com-

munication. It points out the lack of proper appreciation in the developing countries of the capabilities of mass media in relation to economic growth.

270. **KINCH, Arne**
Family planning activities in Ceylon: some background information. Seminar paper read in the International Conference on Family Planning Programme sponsored by Ford Foundation and Population Council at Hotel Inter-Continental, Geneva, August 23-27, 1965. 7p.

This summarises the family planning activities in Ceylon and the need to promote family planning and ways of doing so by using mass communication methods.

271. **LEVER BROTHERS (Ceylon) Ltd. Marketing Research Dept. A survey of family planning, knowledge, attitudes and practices. Colombo, 1973. [2]+14p. mimeo.**

A survey conducted among currently married males or males who had been married in the Kalutara and Galle Administrative Areas, in order to assist in the above chosen test areas.

272. **MEDIS, L.P.**
Mass communication in family planning in Sri Lanka. [Standford?] University of California, 1973. iv. (various pagings). thesis (M.A.).

273. **NATESAN, S.**
Sri Lanka: agricultural extension service in selected Asian countries. Report of multi-country study mission on demonstration of farming technology conducted in India, Philippines and Japan, 19th September - 11th October 1974. Tokyo, Asian Productivity Organisation, 1975. p. 112-122. illus.

The report includes a description of the organisational structure and activities of agricultural extension in the Department of Agriculture in Sri Lanka.

274. **NATIONAL Labour Management Seminar on Population and Family Planning, Colombo, 1973**
Report of the National Labour Management Seminar on Population and Family Planning, jointly sponsored by the Department of Labour, Sri Lanka and the I.L.O., with financial assistance from the U.N.F.P.A., held at Colombo from 28th-30th March 1973. Colombo, Dept. of Labour, 1973. [2]+67p.

Representatives of twenty-eight trade unions and twelve employer organisations, 15 observers and a secretariat of ten officers participated in this seminar held at the auditorium of the Central Bank of Sri Lanka from the 28th to 30th March 1973. This was a follow-up on the National Trade Union Seminar on Population and Family Planning held in Colombo from 18th to 20th July 1972 and the National Management Seminar on Population and Family

Planning held in Colombo from 10th to 13th October 1972. The object of this seminar was to consolidate and co-ordinate the conclusions reached at the two previous seminars in order to ensure the establishment of close cooperation in population action in the organised sector — the workers and the employers of the country in the national population programme and activities.

275. **NIHALSINGHE, D.B.**
Population and family planning through radio and film. 3p. In **Indian Ocean Regional Communications Training Workshop,** Colombo, **1973. Colombo, Indian Ocean Regional Council/IPPF, 1973. [Papers].**

276. **PAUL, W.R.C.**
Evaluation in agricultural extension with reference to Ceylon. In **Tropical agriculturist, 112(2), 1956, 155-159.**

This paper reviews the modern methods of approach in extension work in Ceylon which began in 1904 with the formation of an Agricultural Society, a private body.

277. **POPULATION Services International**
How to have children by plan not by chance. Colombo, 1973. 16p. Sinhalese, Tamil and English.

This concerns the propaganda booklet used to provide birth control information to the public when sending "Preethi" contraceptives by post to users.

278. **POPULATION Services International**
PSI progress report no. 1: Consumer behaviour in the contraceptive market. Colombo, [1973]. 6p. mimeo.

A pilot survey conducted by the Population Services International in collaboration with the de Alwis Advertisement Company.

279. **POPULATION Services International**
PSI progress report no. 2. Colombo, 1973. 2p.

This report deals with the initial stages of the marketing campaign for Preethi.

280. **POPULATION Services International**
PSI progress report no. 4, by John Davis. Colombo, 1973. 2p. illus.

The report outlines the methods used in popularising the use of a condom marketed under trade name Preethi.

281. **PUJITHA GUNAWARDENA, J.M.**
Trade Union's part. In **National Labour Management Seminar on Population and Family Planning,** Colombo, **1973. Report. p. 42-44.**

In this brief address, the speaker points out that the trade unions and the employers working in close collaboration could achieve maximum results as they control

over a 3 million work force. It is also essential that educational materials in the form of handouts should be distributed through trade unions in and out of working hours and thereby create an awareness of the problem facing the country and above all the workers themselves.

282. **SELVARATNAM, S.**
Our national population programme. In **National Labour Management Seminar on Population and Family,** Colombo, 1973. **Report.** p. 28-35.

The author outlines the problems that Sri Lanka would have to face in the future, if the population explosion was unchecked and also the steps the Government has taken so far to control the growth of population through the assistance of Agencies in the country and outside Sri Lanka. The need to educate the public and explain and popularise the national family planning programme through family planning clinics providing a full range of acceptable effective contraceptives while at the same time providing information and advice which will help the couples to exercise responsible parenthood is also discussed. All the available mass media of communication will be required to be fully employed in order to achieve desirous results in this vital programme.

283. **SEMINAR on Population Problem held by Representatives of the Mass Media,** 3rd, Colombo, 1974
Report [of the Seminar] organised by the Ministry of Information and Broadcasting, Sri Lanka; sponsored by Unesco/UNFPA. Bangkok, Unesco Regional Office for Education Asia, 1974. 55p.

The purpose of this seminar was to brief the press and the mass media practitioners about population matters. Important population topics were discussed by eminent population scholars and an equally influential group of press media people.

284. **SRI LANKA.** Dept. of Information. Research Division
The effectiveness of the publicity campaign on the Five-Year Plan. Colombo, 1972. 16p. mimeo. **(Sri Lanka,** Dept. of Information. **Background briefing).**

Report on data collected from a questionnaire administered to a random sample of the adult population of a remote district in Ceylon to ascertain the effectiveness of the publicity of and extent of knowledge about the Government's Five-Year Plan. The study was designed and conducted by S. Anura Goonesekera, Assistant Director of Information and this is the final report.

285. **SRI LANKA.** Family Planning Association
Field work aid. Colombo, 1973. 25p. **illus. mimeo. Sinhalese, Tamil, English. (Sinhalese and Tamil pagination irregular).**

A guide to assist the Family Planning workers or volunteers in their effort to control population with medical illustrations.

286. **SRI LANKA. Family Planning Association**
Plan or perish. Colombo, [1972]. 73p. illus.

Outlines the urgent necessity to expand the horizons of family planning, beyond the health field and also includes the project programmes for popularising family planning in various sectors of society of plantation sector, industrial sector, voluntary organisation, through the media of films, radio, press, field programmes and public education.

287. **WANASINGHE, Ananda**
Cooperation in the economic life of the village. In **Seminar on Village in Transition; Some Implications for a Communications Strategy,** Colombo, **1975. [Papers]. Colombo, 1975. 10p. mimeo.**

A study of the formalised cooperative movement in rural areas of Sri Lanka, this paper traces the role of cooperation in traditional village life and deals with the present status of cooperation in the changing rural society. Discusses the future of cooperation and the implications of the recent changes in policy towards the economic development in rural areas.

WANIGARATNE, R.D.
A study of communication flow in selected villages in Sri Lanka. Case study I. The Medagama village see 31.

WANIGARATNE, R.D.
The study of communication flow in selected villages in Sri Lanka. Case study II. Uhana Colony Unit — 14. Gal Oya Colonisation Scheme see 32.

288. **WEERAKOON, Bradman**
Family planning project — Batticaloa. In **The bureaucrat (Colombo), 1(8), 1974, 63-69.**

The article describes the basic objectives of an intensive motivational campaign in family planning in a selected area of the Batticaloa district.

289. **WELIKALA, George H.F.**
An analysis of the adoption of some agricultural, medical, public health, and cooperative practices in six selected villages of Ceylon. Michigan, Michigan State University, 1959. 105p. mimeo. thesis (M.A.).

This research was the result of a sociological study undertaken by Christopher E. Sower in 1955 in Ceylon and in which field, the author, then Director of Rural Development and Cottage Industries of the Government of Ceylon found a valuable project which he felt would be useful as a means for more effective community development work.

290. **WIJETUNGA, W.M.K.**
A new strategy for population control in Ceylon. Nugegoda, Vidyodaya University of Sri Lanka, 1972. 6p. mimeo.

This is a plea for an effective control of birth by the concentrated and coordinated efforts of the Government as well as the Family Planning Association and the Departments of Health, Planning and Education, media-men, newsprints, etc. This is also an attempt to focus attention on the population problems, less from its global aspects and more from the national angle in order to enrich life and not to restrict it.

XIV. COMMUNICATION TEACHING AND TRAINING

291. **CEYLON.** Junior University College
Diploma examination 1970 schemes and syllabuses. Colombo, Ministry of Education and Cultural Affairs, 1970. 59p.

"Diploma in Mass Communication — Journalism", p. 27-30. There are 9 basic subjects in this two-year course, comprising History of Mass Communication, Theories of the Press and Ethics of Journalism, Public Relations and Mass Communications, Communication Arts, Practical Journalism, Reporting, Sub-Editing, Feature Writing, and Creative Writing. The Junior University College system was introduced in 1968 and disbanded by the succeeding Government in 1971, and this Diploma was, therefore, open to students only once. The substance of the course was suitably incorporated later into the Mass Communication course in the Faculty of Humanities at the Vidyalankara Campus of the University of Sri Lanka leading to a Bachelor of Arts degree.

292. **CEYLON.** Junior University College
Diploma examination 1970 schemes and syllabuses. Colombo, Ministry of Education and Cultural Affairs, 1970. 59p.

"Diploma in Mass Communication — Advertising and Public Relations", p. 31. The first of the 9 basic subjects are the same as for the Diploma in Journalism, the others being History of Advertising, Motivation and Ethics of Advertising, Marketing and Copy Writing. As in the case of the Diploma in Journalism this course was abandoned in 1971, and its substantial content incorporated into the Mass Communications course at Vidyalankara Campus, University of Sri Lanka.

293. **CEYLON.** Junior University College
Course content for second year students — third term 1970. Colombo, Ministry of Education and Cultural Affairs, 1970. 20p.

The course content in the final term of this two-year course which included practical training, conducted tours

of relevant institutions, etc., is laid out on p. 10 for both Diplomas in Mass Communication — Journalism, and Advertising and Public Relations. There were three such Junior University Colleges in the island at Dehiwela, Kandy and Jaffna.

294. **JAYAWARDENE, Bandula**
The need for mass communication teaching and training in Sri Lanka. 5p. In Indian Ocean Regional Communications Training Workshop, Colombo, 1973. [Papers]. Colombo, Indian Ocean Regional Council/IPPF, 1973.

295. **UNIVERSITY of Sri Lanka,** Colombo
Instructions to applicants for admission to internal undergraduate courses of the University of Sri Lanka, 1976. Colombo, Central Agency for University Admissions, University of Sri Lanka, 1976. 40p.

On p. 16, "2.5 Vidyalankara Campus", Mass Communication is listed as a subject available only for the General Degree in Arts (B.A.) Course in the Faculty of Humanities.

296. **UNIVERSITY of Sri Lanka,** Vidyalankara Campus. Dept. of Mass Communication

Syllabus. Kelaniya, Head of Dept., 1976. 2p. mimeo.
This is a new Department founded in 1972 to take over the courses at a higher level, previously offered as Diplomas in the Junior University Colleges (See nos. 293, 294 & 295). Students reading for the General Degree in Arts can choose Mass Communication as one of the three subjects. The four papers are: Elements of communication, Language, Communication and Mass Communication, Art of Writing and Printing, Journalism and Cinema. There are eight subjects for the Special Degree in Arts in the field of Mass Communication, of which the first two are compulsory and four optional: Mass media and national development, Mass communication and creativity, Ethics of communication, Principles of copy editing, Public relations and advertising, Principles of communication research, Art of cinema and book development. A short dissertation on some aspect of scholarly inquiry stemming from communications is expected at the end of the third year. The course is both theoretical and practical oriented, and intensive training is carried out at Lake House, Sri Lanka Broadcasting Corporation, and the State Film Corporation. The present Head of the Department is Dr. Wimal Dissanayake, who was responsible for supplying the data on which this note is based, in the absence of a printed syllabus.

297. **WAVELL, Stewart**
The art of radio: a Ceylon Broadcasting Corporation training manual. Colombo, Ceylon Broadcasting Corporation, 1969. 175p. Sinhalese; 139p. Tamil; 175p. English.

A guide book for those engaged in broadcasting work. The Sinhalese version was prepared by a wellknown pro-

gramme organiser in the Ceylon Broadcasting Corporation, who was also in charge of the B.B.C. Sinhala Service for about three years. This manual goes into all aspects of reaching people via the broadcasting system.

XV. MASS MEDIA IN FORMAL EDUCATION

298. **CEYLON Broadcasting Corporation.** Education Services **English version: G.C.E. 'O' Level English, No. 1, 1968. Third Term. Colombo, 1968. 91p. Sinhalese.**

This is one example of the use of radio in formal education. Similar materials are available for other grades in various subjects in both Sinhalese and Tamil.

299. **FRADIER, G.**
Radios for Ceylon's schools. In **Ceylon journal of education, 14(5), 1957, 49-52.**

300. **JAYAWEERA, Neville D.**
Mass media — 1. The Radio. In **Ceylon.** Ministry of Education and Cultural Affairs. **Education in Ceylon (from the sixth century to the present day) — a centenary volume, pt. 3, Chapt. 100. Colombo, The Ministry, 1969. Sinhalese, p. 1193-1198; Tamil, p. 1391-1396; English, p. 1217-1222.**

The author, Chairman and Director-General of the Ceylon Broadcasting Corporation at that time has in this brief account tried to evaluate the role an important mass medium has played and should play in furthering the ends of education.

301. **KARUNANANDAN, Aiyadurai**
Visual aids in education. Colombo, privately published, 1964. 5p. illus. (Series 1: Historical models, book 1).

302. **RANKINE, Esme**
The film in education. In **New Lanka, 4(3), 1953, 46-49.**

303. **SCHOOL broadcasting.** In **Ceylon Commission on Broadcasting and Information. Report 1966. Chapter 9. Colombo, Govt. Publications Bureau, 1966. p. 41-44. Sinhalese.**

This paper outlines the historical background of the school broadcasting services which started in 1931, and its contributions to formal education. This important service according to the Commission is in a state of neglect basically due to the recommendations of the 1953 Broadcasting Commission having been neglected. The report emphasises the need for a fresh start on systematic lines, with realistic aims in the sphere of education.

304. **SEMINAR on Visual Aids in School and Adult Education, Colombo, 5-9 January 1969. Report of the Steering Committee: findings and recommendations. In Ceylon journal of education, 17(1), 1969, 18-20.**

305. **SOMARATNE, W.R.P.**
The place of visual aids in language learning. In Ceylon journal of education, 14(8), 1957, 83-86.

XVI. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT

306. **INTERNATIONAL Advertising Services**
Facts about Ceylon. Colombo, 1968. 36p.
Cover title: Economic facts for investors and marketers.

LEVER BROTHERS (Ceylon) Limited
A.B.C. Media Survey — Ceylon. May-July 1967 see 75.

XVII. GOVERNMENT COMMUNICATION

307. **BANDHUTILAKA, Malalgoda**
Son has a country. Colombo, Information Dept. 1974. 24p. Sinhalese.

A composition in the form of a story pinpointing the importance of upholding the Republic of Sri Lanka and continuing the present Parliament till 1977.

308. **CEYLON.** Dept. of Census and Statistics
Newspapers, information and publicity — Dept. of Information. In Ceylon yearbook 1961, Chapt. 23. Colombo, 1963. p. 273. Sinhalese.

A brief outline of the work of the Information Department in giving publicity to the work done by the Government during the year 1961.

309. **CEYLON.** Dept. of Information
Administration report of the Director of Information 1970/71. Colombo, Govt. Publications Bureau, 1973. 13p. Sinhalese, Tamil, English.

With the introduction to the Soulbury Constitution in 1947 provision was made for a Department of Information. With the appointment of an Information Officer in July 1948 the new Department started operations. To promote public relations for the Government, to keep the people informed of the Government activities, to supply information to

visitors, foreign governments, etc., and to organise the work of the Government Film Unit were the basic responsibilities of the Department. During its existence in the last 25 years the overall responsibilities of the Department remained more or less the same, and the Administrative Reports since 1948 are a faithful record of the work carried out by this Department.

310. **CEYLON.** Dept. of Information
Birth of an age. Colombo, 1971. 37p. Sinhalese.

This volume which commemorates the 12th death anniversary of Mr. S.W.R.D. Bandaranaike contains a convocation address of Mr. Bandaranaike delivered in 1957, and messages from religious leaders, and the Minister of Irrigation, Power and Highways. The volume is published as a means of giving publicity to Bandaranaike's policies promoted by the Government.

311. **CEYLON.** Dept. of Information
Devotion and veneration. Colombo, Govt. Printer, 1970. 67p.

The volume published by the Department for the Cabinet Sub-Committee on Bandaranaike's death anniversary is a publicity booklet on Bandaranaike's policies.

312. **CEYLON.** Dept. of Information
Paths to victory. Edited by Saratchandra. Colombo, [1972]. 8p. illus. .

This folder has been prepared to give publicity to the printed versions of the five-year plan introduced by the United Front Government.

313. **CEYLON.** Dept. of Information
Pilot of emancipation. Colombo, 1970. 112p. illus. Sinhalese.

An information booklet outlining the social, economic and political work carried on by the late Mr. Bandaranaike for the benefit of the masses. The book is designed to gain public confidence for the Bandaranaike policies.

314. **CEYLON.** Dept. of Information
Town in a town: the story of the Colombo-Maligawatta Housing Scheme. Colombo, [19]+22p. Sinhalese.

The propaganda booklet gives the benefits accruing to the scheme dwellers by this new housing scheme inaugurated by the Government.

315. **CEYLON.** Dept. of Information
Young Lanka: the progress of the land army. Colombo, [19]+20p. illus. Sinhalese.

The propaganda leaflets shows the progress of the land army, a movement started by the U.N.P. Government to promote self-sufficiency in food.

316. **CEYLON.** Jatika Pravrutti
Nationalised bus service. Colombo, Dept. of Broadcasting and Information, 1964. 14p. Sinhalese. (Information bulletin no. 4).

The propaganda leaflet outlines the benefit of the nationalised bus service.

317. **CEYLON.** Ministry of Finance
People's budget 1964-65. Colombo, Dept. of Broadcasting and Information, 1964. 16p. Sinhalese. (Information bulletin no. 6).

This is a propaganda leaflet on the budget of 1964/65.

318. **[CEYLON.** Ministry of Transport]
Progress of transport. Colombo, Ceylon Govt. Press, [1965].

A Government propaganda publication outlining the progress of transport services in Ceylon up to 1964 under the socialist policies of the Sri Lanka Freedom Party.

319. **CEYLON yearbook, 1971. Colombo, Dept. of Census and Statistics, [1972]. 356p. illus.**

The Ceylon Year Book was first published in 1948 incorporating the Annual General Report on Ceylon which was published for nearly 12 years. It is a factual narrative on the Government, people and the socio-economic development of the country. It is a useful work of reference for those who need authentic information in brief on Ceylon.

320. **GOONASEKERA, S. Anura**
Who listens and to what in Sri Lanka. In Asian Broadcasting Union newsletter, (Sydney), 92(2), Feb 1973, 15-16.

A summary of a report on a media consumption survey conducted by the Research Division of the Department of Information of Sri Lanka.

321. **INFORMATION and publicity. In Ceylon year book 1971. Colombo, Dept. of Census and Statistics, 1972. p. 339-340.**

The year book which came into existence in 1948 is a brief and accurate guide to the work of the Government Information Department. The Ceylon year book started summarising the work of the Department in 1964.

322. **KURUPPU, P.B.**
Let us protect the Republic. Colombo, Information Dept., 1974. 15p. Sinhalese.

The propaganda booklet outlines the progressive steps taken by the present Coalition Government.

323. **LANKA Varshika Granthaya 1970. Colombo, Dept. of Census and Statistics, 1970. 360p. Sinhalese.**

Lanka Varshika Granthaya is the Sinhalese version of the Ceylon Year Book but the Sinhala version began to appear only from 1960 onwards. Information in the Sinhala version is the same as that in the Ceylon Year Book.

324. **SRI LANKA.** Dept. of Information
A new Asia: a collection of speeches by S.W.R.D. Bandaranaike. Colombo, Dept. of Government Printer, [1970]. 69p.

Texts of 5 speeches delivered by the late Mr. S.W.R.D. Bandaranaike reproduced as a means of promoting Bandaranaike policies.

SRI LANKA. [Dept. of Information]
Why newspapers are boycotted? Why is it that a campaign has been started to boycott Lake House Newspapers? see **95.**

325. **SRI LANKA.** Dept. of Information
Young ones learn: benefits of the reorganisation of schools and the benefits of new scheme of education. Colombo, [1973]. 28p. illus. Sinhalese.

The propaganda booklet outlines the advantages of the new schemes of education.

326. **SRI LANKA.** Ministry of Information and Broadcasting
Pageant of development. Colombo, Govt. Press, [1973]. 33p. illus. Sinhalese.

Illustrated brochure showing how the five-year plan devised to satisfy the needs of the masses is showing results in the early stages of its implementation.

XVIII. SOCIAL CONTEXTS OF THE MEDIA

327. **AMUNUGAMA, Sarath**
The cinema as a means of communication in village Sri Lanka. In Seminar on Village in Transition; Some implications for a communications Strategy, Colombo, 1975. [Papers]. Colombo, 1975. 6p. mimeo.

The paper analyses the impact of cinema on rural Ceylonese society and examines the film distribution patterns in rural areas. It identifies the younger age groups as being the most receptive to information disseminated through films. Includes also a discussion of the constraints on the development of cinema as a tool for national development.

328. **DE SILVA, M.A.**
The role of the press in national development. Seminar for Communication Personnel on Population Issues 22nd-24th April 1974, jointly sponsored by the Ministry of Information and Unesco. Colombo, Ministry of Information, 1974. 8p.

329. **GOONASEKERA, S. Anura**
The cinema attendance habits among the people of Sri Lanka. Colombo, Research Division, Dept. of Information, 1973. 6p. illus. mimeo. (Sri Lanka. Background briefing).

The survey shows that film attendance ranks third after newspapers and radio exposure. Research reveals, however, that 1) film attendance is primarily an urban habit; 2) age and education are important variables to frequency of film exposure; 3) national language films are popularly preferred, although numerous English films are available; 4) the most important component of film attendance is content of the film. This survey was conducted by the Research Division of the Department of Information.

330. **JENNINGS, William Ivor**
Additional notes on the general election of 1952. In Ceylon historical journal, 2(3/4), Jan/Apr 1953, 193-208.

MARGA INSTITUTE, Colombo
Sinhala reading public: a study carried out by the Institute see 139.

331. **PERERA, Janake**
The police and the press: a journalist's point of view. In Sri Lanka police journal, 1(2), Jun 1973, 52-56.

A plea for better understanding of the role of the press in Ceylon in police work and as a deterrent to crime.

332. **SENEVIRATNE, Anuradha**
Films and society. In Rupatharanga: magazine of the University Film Society (Peradeniya), (1), 1971, 26-28. Sinhalese.

An attempt to assess the influence of the film on society with special reference to Sri Lanka.

333. **WEERAWARDANA, I.D.S.**
Ceylon General Election 1956. Colombo, M.D. Gunasena, 1960. [8]+262p. illus.

This monograph gives the result of the study in which the political behaviour, attitudes and opinions of the Ceylonese voting public exposed to political messages and information based on the communication process are investigated. It also includes the evaluation made on the role of the press, radio and other visual media.

334. **WEERAWARDANA, I.D.S.**
The general elections in Ceylon, 1952. In Ceylon historical journal, 2(1-2), Jul/Oct 1952, 108-178.

An analysis of political communications on the voting response of the people of Ceylon.

335. **WILSON, Alfred Jeyaratnam**
The role of the national press and the Ceylon Broadcasting Corporation. In His Electoral politics in an emergent state. The Ceylon general election of May 1970? New York, Cambridge University Press, 1975. Chapt. 8. p. 140-160, table.

In the context of an 80 per cent literacy rate, the author evaluates the important role played by the national press, reflected in its ownership and biases, as well as the state controlled radio on the voting behaviour of the people in a keenly contested General Election.

XIX. COMMUNICATION TECHNOLOGY

336. **DHARMADASA, T.D.**
Radio technician: lessons on broadcasting. Talangama, Capital Radio College, 1963. 12p. Sinhalese.

A series of lessons on various aspects of broadcasting, prepared for those who are interested in studying radio technology. This course of studies started in 1963 is still in progress.

337. **HARPER, E.**
Fifty years of telecommunications in Ceylon. In The Engineering Association of Ceylon. Transactions for 1956. [Colombo], 1956. p. 153-156.

A historical survey outlining the development of telecommunication, broadcasting information to the rural population, schools, community centres, rural development societies, etc.

338. **KARUNASENA, M.D.**
Enjoying radio technology. Part I. Payagoda [Sri Lanka], The Author, [1969]. 37p. Sinhalese.

An introductory manual in radio technology written for amateur radio technologists.

XX. MASS COMMUNICATION PERIODICALS

339. **BACKGROUND briefing**
Mar 1, 1973. irregular. Department of Information, 7 Sir Baron Jayatilleke Mawatha, Colombo 1, Sri Lanka.

A new bulletin of the Department of Information devoted to various subjects. The current issue is devoted to cotton cultivation at Uda Walawe.

340. **CEYLON today**
v. 1(1), Sep 1952 — monthly. Ceylon Government Information Department, 7 Sir Baron Jayatilleke Mawatha, Colombo 1, Sri Lanka.

A popular journal published by the Department of Information with a view to keeping the public, and the embassies in Ceylon and abroad informed of the activities of the Government. Nevertheless, it contained from time to time articles of some importance. In 1972, when the country became a Republic, the title changed to Sri Lanka Today, incorporating Ceylon Today.

341. **CHALANA**
No. 1, 1969 — irregular. Edited by R.N. Fernando and Nelson Pieris. R N. Fernando, 18 Pedris Lane, Colombo 3, Sri Lanka. Sinhalese.

A periodical devoted to films in Ceylon.

342. **CINAMAVA**
v. 1(1), Feb 1971 — monthly. Edited by Upali Amarajeewa. M.G. Dharmadasa Brothers, 3 Maligakande Road, Colombo 11, Sri Lanka. Sinhalese.

A journal devoted to cinema in general. The last issue is March 1972.

343. **CINEMA satahan**
No. 1, 1970 — irregular. Edited by Piyasiri Nagahawatta. Deepani Printers and Publishers, High level Road, Gangodawila, Nugegoda, Sri Lanka. Sinhalese.

A periodical devoted to cinema.

344. **CITRAPATA madhyaya**
No. 1, Sep 1964 — irregular. Edited by W.B. Ratnayake and Amaranath Jayatilaka, Lanka Kala Mandalaya — Panel on Films, 135 Dharmapala Mawatha, Colombo 7, Sri Lanka. Sinhalese.

A Sinhala periodical devoted to Sinhalese films. The last issue is no. 5 1970.

345. **CITRAPATA vindana**
No. 1, Aug 1970 — irregular. Edited by Rohana Wettasinghe. Samantara Rekha 28, Godigamuwa Para, Maharagama, Sri Lanka. Sinhalese.

A journal devoted to the appreciation of Sinhala films particularly, and other films in general.

346. **CITRAPATI**
Jul/Aug 1971. bi-monthly. Savana Films, Kandy, Sri Lanka. Sinhalese.

This is the only issue published on films and film industry.

347. FOCUS: fortnightly review of Ceylon
1969-70 — fortnightly. Department of Information, P.O. Box 1416, Colombo, Sri Lanka.

A fortnightly journal devoted to current affairs, giving publicity to development work carried out by the Government.

348. GUVAN viduli sangarava
v. 1(1), Oct 1949 — fortnightly. Sri Lanka Broadcasting Corporation, P.O. Box 574, Colombo, Sri Lanka. Sinhalese.

A fortnightly journal published in Sinhala, Tamil and English for radio listeners in Sri Lanka. It is a popular journal containing extracts from programmes relayed by the Ceylon Broadcasting Corporation.

349. IDAM pratisanskarana puwat
v. 1(1), May 1974 — irregular. Edited by David Atukorala. Land Reform Commission, Public Relations and Propaganda Section, C.82, Gregory's Avenue, Colombo 7, Sri Lanka. Sinhalese.

The 'Land Reform Law' was the first Act passed by the United Front government after the Republic of Sri Lanka was proclaimed in 1972 to limit the ownership of land, and control the political, economic and social power exercised by the traditional proprietors of land. The journal was intended to bring news of the progress made under the new Act, to the masses.

350. KALAMELA
v. 1(1), Feb 1971 — semi-monthly. Edited by Ananda Sri Nissanka. The Editor, 271/1 Galle Road, Colombo 4. Sinhalese.

A journal on films and film industry. The last issue is volume 1 number 2, June 1971.

351. KALA puwat [Art News]
v. 8, 1966 — quarterly. Department of Cultural Affairs, 135 Dharmapala Mawatha, Colombo 7, Sri Lanka.

Volume 1 number 1 of this publication sponsored by the Department of Cultural Affairs first appeared on 1st July 1967 under the title Natya Pravurti. On 1st June 1971 it started appearing under the new title Kala Puwat, but the old volume numbers continued. The journal offers a helpful outlet for local artists to enable them to project their artistic creations to the masses.

352. NAVA kala handa
Jun 1968. Edited by G.A.M. Fernando. The Editor, 755 Old Road Ma'aragama, Sri Lanka. Sinhalese.

A periodical devoted to films.

353. **NAVA sinamava**
Jan 1971 — irregular. Lanka Graduates Film Association, 765/409 Maligawatta, Colombo 10, Sri Lanka. Sinhalese.

A periodical devoted to films and film industry.

354. **RADIO**
No. 1, Sep/Nov 1968 — quarterly. Radio Electronics, 3 Jayanthipura, Battaramulla, Sri Lanka. Sinhalese.

A Sinhalese periodical devoted to radio engineering.

355. **RADIO times**
v. 1(1), Oct 1949 — fortnightly. Sri Lanka Broadcasting Corporation, P.O. Box 574, Colombo, Sri Lanka.

In 1947 Radio Times was a part of Radio Club of Ceylon and South India. The Radio Times was continued by the Department in an abridged form and confined to programme information only and was published in English, Sinhalese and Tamil. It later blossomed out into its present form as a fortnightly magazine in three language editions, containing stories, features and articles in addition to programme information.

356. **RUPA taranga**
No. 1, 1971. Edited by R.L. de Silva. Magazine of the University Film Society, The Society, University of Sri Lanka, Peradeniya, Sri Lanka. Sinhalese.

357. **SAMAKALINA cinamava**
No. 1, Jun 1970. Edited by Vedapriya Jayaratne. The Editor, Kiribathgoda, Kelaniya, Sri Lanka. Sinhalese.

A journal devoted to contemporary cinema with special reference to Sinhala cinema.

358. **SAMIPARUPA**
No. 1, 1970 — irregular. Samipa Rupa Cinema Association, 285 Layards Broadway, Colombo 14, Sri Lanka. Sinhalese.

A popular journal devoted to modern Sinhalese films.

359. **SANDESAYA**
Information Bulletin on Demography. Jan 1974 — monthly. Department of Information, 7 Sir Baron Jayatilake Mawatha, Colombo 1, Sri Lanka. Sinhalese.

This is a monthly bulletin devoted to family planning information of the world, with special reference to Sri Lanka. It is a popular propaganda publication issued free by the Department of Information.

360. **SRI LANKA news review**
v. 1(1), Sep 1972 — monthly. Department of Information, 7 Sir Baron Jayatilake Mawatha, Colombo 1, Sri Lanka.

A fully illustrated periodical in newspaper form outlining the development work carried out by the Government. It has ceased publication.

AUTHOR INDEX

Abayagunawardene, D.S., **166**
Abeysekara, Kirti, **227**
Abeysinghe, W.A., **107**
Agricola, **265**
All Ceylon Printers Association, **108**
Amarasinghe, Niltotange, **1**
Amunugama, Sarath, **167, 228, 229, 230, 231, 327**
Aris, H. Davut, **232, 233, 234**
Ariyadasa, Edwin, **168**
Ariyaratne, Sunil, **109**
Asiana: a country model, **235**
Asplund, Jan, **236**
Associated Newspapers of Ceylon Ltd., **36**

Background Briefing, **339**
Bandaranaike, S.W.R.D., **37, 38, 39, 325**
Bandhutilaka, Malalgoda, **307**
Bansil, P.C., **237**
Blok, S.C., **110**
Bogsch, Arpad, **212**
Book Development Council, London, **111**
Book Organisations in Asia, **112**
Boteju, Leslie, **169**
Broadcasting, **151**
Broadcasting in Ceylon, 1925-1966, **152**

Ceylon. Agrarian Research and Training Institute, **238**
Ceylon. Broadcasting and Information Dept., **113, 156**
Ceylon. Ceylon Broadcasting Act No. 37 of 1966, **213**
Ceylon. Commission appointed under the Commission of Inquiry Act to inquire into and report on certain matters affecting the Associated Newspapers of Ceylon Limited and other connected companies, **40**
Ceylon. Commission of Inquiry into the Film Industry in Ceylon, **170**
Ceylon. Commission on Broadcasting, **154**
Ceylon. Commission on Broadcasting and Information, **155, 161, 165, 181**

Ceylon. Dept. of Agriculture, **239, 240, 241**
Ceylon. Dept. of Census and Statistics, **308**
Ceylon. Dept. of Cultural Affairs, **114**
Ceylon. Dept. of Education, **115**
Ceylon. Dept. of Government Archives, **2, 3, 4, 5, 42, 117**
Ceylon. Dept. of Information, **309, 310, 311, 312, 313, 314, 315**
Ceylon. Dept. of Information. Research Division, **171**
Ceylon. Director of Broadcasting and Information, **156**
Ceylon. Educational Publications Dept., **116**
Ceylon. Family Planning Society, **242**
Ceylon. Jatika Pravrutti, **316**
Ceylon. Junior University College, **291, 292, 293**
Ceylon. Laws, Statutes, Etc., **214, 215, 216, 217**
Ceylon. Ministry of Finance, **317**
Ceylon. Ministry of Transport, **318**
Ceylon. National Book Trust, **118, 119**
Ceylon. National Commission for Unesco, **120**
Ceylon. Official Language Dept., **122**
Ceylon. Parliament. House of Representatives, **43, 44, 45**
Ceylon. Parliament. Senate, **46, 47, 172, 173, 211**

Ceylon. The Press Commission, **48, 49**
Ceylon. State Film Corporation, **174**
Ceylon. State Film Corporation Act No. 47 of 1971, **218**
Ceylon. Treaties with U.S.A., 1951, **219**
Ceylon Broadcasting Corporation, **153**
Ceylon Broadcasting Corporation. Education Services, **298**
Ceylon Daily News 1918-1943, **41**
Ceylon National Bibliography, **6**
Ceylon Periodicals Directory, **7**
Ceylon Periodicals Index, **8**
Ceylon Today, **340**
Ceylon Year Book, **319**
Ceylon. **see also** under heading Sri Lanka
Ceylon's First Art Cinema, **175**
Chalana, **341**
Chinnatemby, Siva, **243**
Cinamava, **342**
Cinama Satahan, **343**
Citrapata Madhyaya, **344**
Citrapata Vindana, **345**
Citrapati, **346**
Committee of Inquiry on Import of Books and other publications, **123**
Coorey, Philip, **176**
Corea, Ernest, **50**
Corea, Ishvari, **124**

Daily Resume of the National Languages Press, **10**
Davis, John, **279, 280**
De Fontgalland, Guy, **244**
De Mel, W.L.P., **245, 246**
De Silva, C.M. Austin, **125**
De Silva, C.R. **198**
De Silva, David Montague, **51**
De Silva, Harischandra, **126**
De Silva, L.O., **177, 178**
De Silva, M.A., **328**
De Silva, P.A.C., **247**
De Silva, R.L., **179**
De Silva, V.B., **7, 8**
De Silva, W. Arthur, **199**
Dhanapala, D.B., **52, 53**
Dharmadasa, T.D. **?36**
Diehl, Katherine S. **127**
Dissanayake, Wimal, **21, 22, 248**
The Engineering Association of Ceylon. Transactions, **151**

Ferguson's Ceylon Directory, **11**
Fernando, A. Denis N., **249**
Fernando, E.C., **250, 251**
Fernando, H.A. Quintus, **252**
Fernando, L.V.R., **253**
Fernando, W.L., **54**
Film Corporation Bill Tabled, **180**
Focus: Fortnightly Review of Ceylon, **347**
Fradier, G., **299**
Freedom from Hunger Campaign Committee, **254**

Garusinghe, Dayaratne, **128**
Golden, William P. Jr., **255**
Goodship, F.L., **157**
Goonasekera, S. Anura, **23, 24, 158, 256, 257, 320, 329**
Goonatilleka, Susantha, **258**
Goonatilleka, M.H., **200**
Goonetileke, Henry Alfred Ian, **12, 259, 260**
Govt. Film Unit, **181**
Govt. take over [of Sri Lanka's largest newspaper group], **55**
Great Britain. Post Master General, **220**
Gunaratne, Shelton A., **25, 28, 56, 57**
Gunasekera, Anton, **261, 262**
Gunasekera, Leel, **263**
Gunasinghe, Siri, **182, 183**
Gunawardena, A.J., **201, 202**
Gunawardena, Trelicia, **203**
Gunawardene, Hema, **58**
Guruge, D.T.L., **264**
Guvan Viduli Sangarava, **348**

Handbook for the Ceylon Farmer, **265**
Harper, E., **337**
Herath, Mervyn, **129, 130**
Hewage, L.G., **266**
Hulugalle, H.A.J., **59, 60, 61, 62, 63, 64, 65, 131**

Idam Pratisanskarana Puwat, **349**
Information and Publicity, **321**
International Advertising Services, **306**
International Planned Parenthood Federation, Colombo, **267, 268**

Jansz, Hilaire, **66, 67, 68, 69, 70, 71, 72, 73**
Jayatilaka, Amaranath, **184, 185**
Jayawardena, Bandula, **204, 294**
Jayawardene, B.H.S., **74**
Jayawardane, W. Ananda, **132**
Jayaweera, Neville D., **269, 300**
Jennings, William Ivor, **330**

Kalamela, **350**
Kala Puwat, **351**
Kamaldeen, S.M., **133**
Karalasingham, V., **75**
Kariyawasam, Tissa, **26**
Karunanandan, Aiyadurai, **301**
Karunasena, M.D., **338**
Keuneman, Herbert, **205**
Kinch, Arne, **270**
Kolambage, D.M., **159**
Kularatne, Tilak, **134**
Kulatilaka, Cyril de Silva, **206**
Kuruppu, P.E., **322**

Lanka Janapota, **13**
Lanka Varshika Granthaya, **323**
Lever Brothers (Ceylon) Limited, **75, 135, 271**
Listerner Research and Monitoring, **161**
Liyanage, Gunadasa, **76**
Lokuliyana, Lionel, **136**

Mahendra, Sundanda, **27**
Mannapperuma, Dampriya, **186**
Marga Institute, Sri Lanka, **137, 138, 139**
Market Research Company of Ceylon Limited, **162**
Media for Asia's Communications Industry (Hongkong), **55**
Medis, L.P., **272**
Michael, R.L. **140**
Morpurgo, J.E., **141**

Natesan, S., **273**
National Labour Management Seminar on Population and Family Planning, Colombo, March 1973, **274**
National Museum Library, Colombo, **14, 15**
Nava Kala Handa, **352**
Navaratne, Gamini, **9, 77**
Nava Sinamava, **353**
Newspapers in Sri Lanka, **78**
Nihalsinghe, D.B., **187, 275**
Nissanka, Piyasena, **59**

Pannasekara himi, Kalukondayawe, **79, 80, 81, 82, 83, 84, 85, 86, 87**
Paul, W.R.C., **276**
Perera B.A. Tennyson, **16**
Perera, Cyril, **188**
Perera, G.M.K., **88**
Perera, Janaka, **331**
Perera, Neil I., **189**
Perera, P., **163**
Perera, R.S., **190**
Peries, Lester James, **191, 192**
Piyadasa, T.G., **142**
Population Services International, **277, 278, 279, 280**
Press, **89**
Press and Radio Directory, **17**
Production of Reading Materials in Ceylon, **143**
Pujitha Gunawardena, J.M., **281**

Radio, **354**
Radio Times, **355**

Rajakaruna, Lucian, 90
Rankine, Esme, 302
Ray, S.N. Guha, 144
Rhodes, Dennis E., 145
Richard, Charles Granston, 143
Robinson, R.L., 164
Rupa Taranga, 356

Samakalina Cinamava, 357
Samiparupa, 358
Sandesaya, 359
Sarath, Lionel, 91
Sarathchandra, E.R., 207
School Broadcasting, 303
Selvaratnam, S., 282
Seminar on Population Problem held for Representatives of the Mass Media. Third Seminar. Colombo. 22nd-24th April 1974, 283
Seminar on Visual Aids in School and Adult Education, Colombo, 304
Senanayake, G.B., 92
Seneviratne, Anuradha, 332
Singer, Marshall R., 93
Sivagnanasundaram, S., 193
Sivagurunathan, S., 146
Somaratne, W.R.P., 305
Sri Lanka. Dept. of Information, 95, 284, 324, 325
Sri Lanka. Dept. of National Archives, 18
Sri Lanka. Family Planning Association, 285, 286
Sri Lanka. Laws, Statutes, Etc., 221, 222
Sri Lanka. Ministry of Information and Broadcasting, 326
Sri Lanka. National State Assembly, 96, 223, 224, 225
Sri Lanka. Press Council Law, 226
Sri Lanka News Review, 360
Sri Lanka. see also under heading Ceylon
Starosta, William John, 29
Sumatipala, K.H.M., 97, 98, 99
Swadeshiya Citrapati Arakshaka Mandalaya, 194

Television, 165
Tilakasiri, Jayadeva, 208, 209
Toussaint, J.R., 100, 101
Twenty Years of the Government Film Unit, 195

Unesco. Regional Seminar on General Publishing and Marketing of Books in Asia, 147
University of Sri Lanka, Colombo, 295
University of Sri Lanka, Vidyalankara Campus. Department of Mass Communication, 296
U.S. Library of Congress. American Libraries Book Procurement Center, New Delhi, 19, 20

Vickery, Jr. Raymond E., 102
Vitana, Gunasena, 148
Vithiananthan, S., 210
Vittachi, Tarzie, 103

Wanasinghe, Ananda, 287
Wanigaratne, R.D., 30, 31, 32
Wamasuriya, W.M.A., 149
Wavell, Stewart, 297
Weerakoon, Bradman, 33, 34, 288
Weerasuriya, D.S., 150
Weerawardhana, I.D.S., 333, 334
Welikala, George H.F., 289
Wickramasinghe, Martin, 196
Wijetunga, W.M.K., 290
Wijewardene, Don Richard, 104
Wilson, Alfed Jayaratnam, 105, 335
Wriggins, W.H., 106

Zils, Paul, 197